9/1/38

BROADCASTING

Vol. 15 • No. 5

SEPTEMBER 1, 1938
WASHINGTON, D. C.

Broadcast Advertising

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

Miami University School of Business Administration

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September 1, 1938

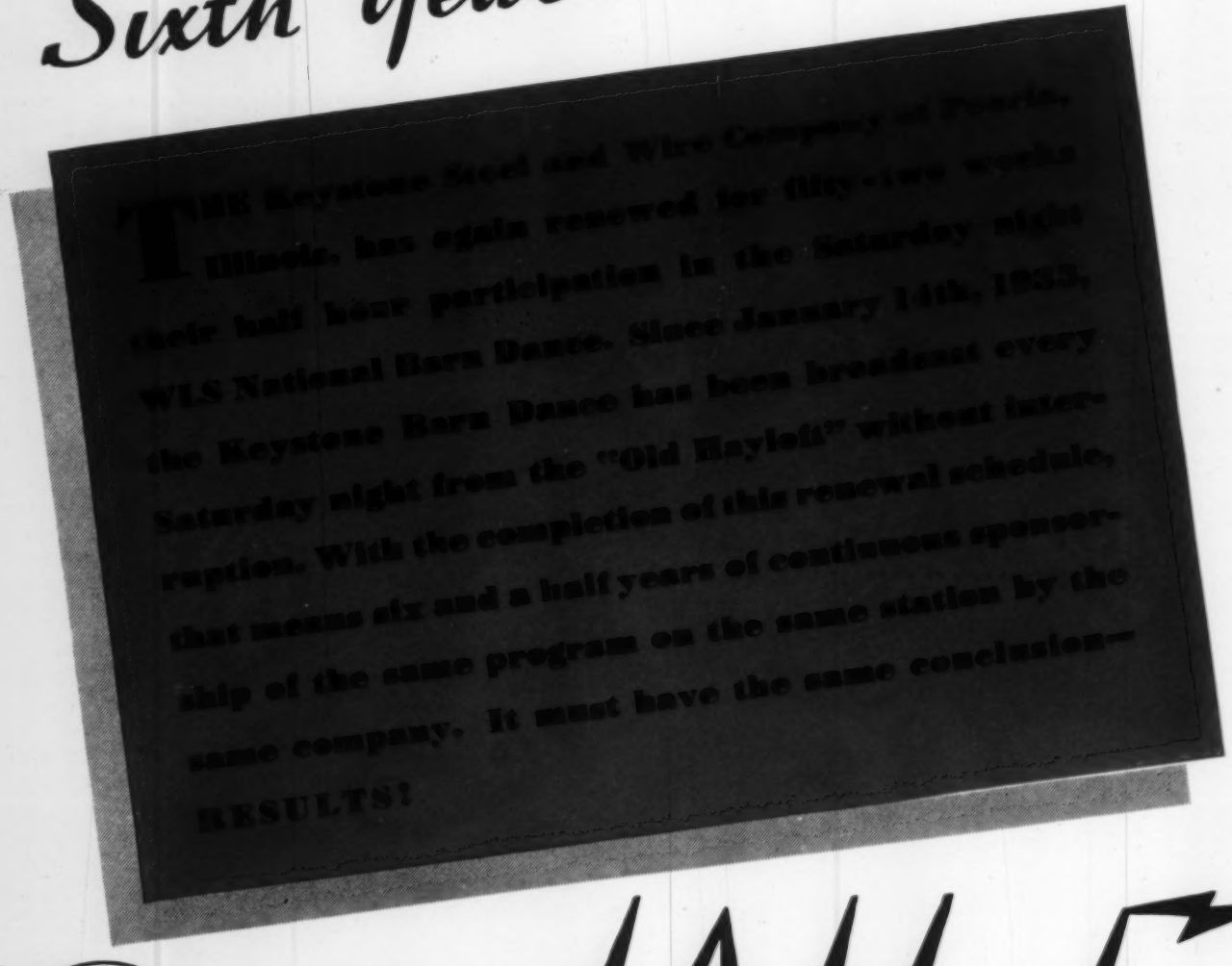
fair

enough

Just in case you haven't heard, we'd like to let you know that a corner of the WOR-market is to be occupied by the Fair—the World's Fair to be quite complete about it. And we have it on the oath of more statisticians than we particularly care to know that $1,000,000,000 in new cash will be added to the $6,000,000,000 now spent for things in the WOR-market. We expect even the dusk symphony of crickets to take on a new tune when the thing really gets going and about 80% of the people in our market start going back and forth to the Fair. These Fair visitors will heighten an old sound in the neighborhood. It will be the hard, high tinkle of coin changing hands, and what coin will be directed *your* way can be pretty much determined by what you do on WOR during the next eight or nine months. If all this doesn't give you the same kick we got that day long ago when we stumbled on Granny's secret preserve closet, you might just as well go home and pull the blanket over your head. Fair enough.

WOR

Keystone Renews Again
Same Time - Same Program
Sixth Year!



WLS Gets Results

WLS

National Representatives:
INTERNATIONAL RADIO SALES
Chicago, New York, Detroit,
Los Angeles, San Francisco

THE PRAIRIE FARMER STATION
Burridge D. Butler, *President* ***(Chicago)*** Glenn Snyder, *Manager*

Listening Habit and..

..Buying Habit

Are Linked Together in New England

WNAC	Boston
WTIC	Hartford
WEAN	Providence
WTAG	Worcester
WICC	Bridgeport, New Haven
WNLC	New London
WCSH	Portland
WLBZ	Bangor
WFEA	Manchester
WSAR	Fall River
WNBH	New Bedford
WHAI	Greenfield
WLLH	Lowell, Lawrence
WLNH	Laconia
WRDO	Augusta
WCOU	Lewiston, Auburn

Purchase of products with which they have become familiar is characteristic of the people of New England. Hence, when the name and story of your merchandise have been impressed on the residents of that extensive territory from Connecticut to Aroostook your sales campaign is well under way.

The Yankee Network provides comprehensive facilities for reaching all New England, sixteen stations giving complete local coverage in every major market. Each station is a vital factor in any sales campaign, commanding an enthusiastic audience receptive to Yankee Network's popular programs. This strong and exclusive combination assures you the largest New England audience it is possible to reach with a network broadcast.

To sell New England you must tell New England. And your messages can be given most economically and effectively through the 16-station facilities of The Yankee Network.

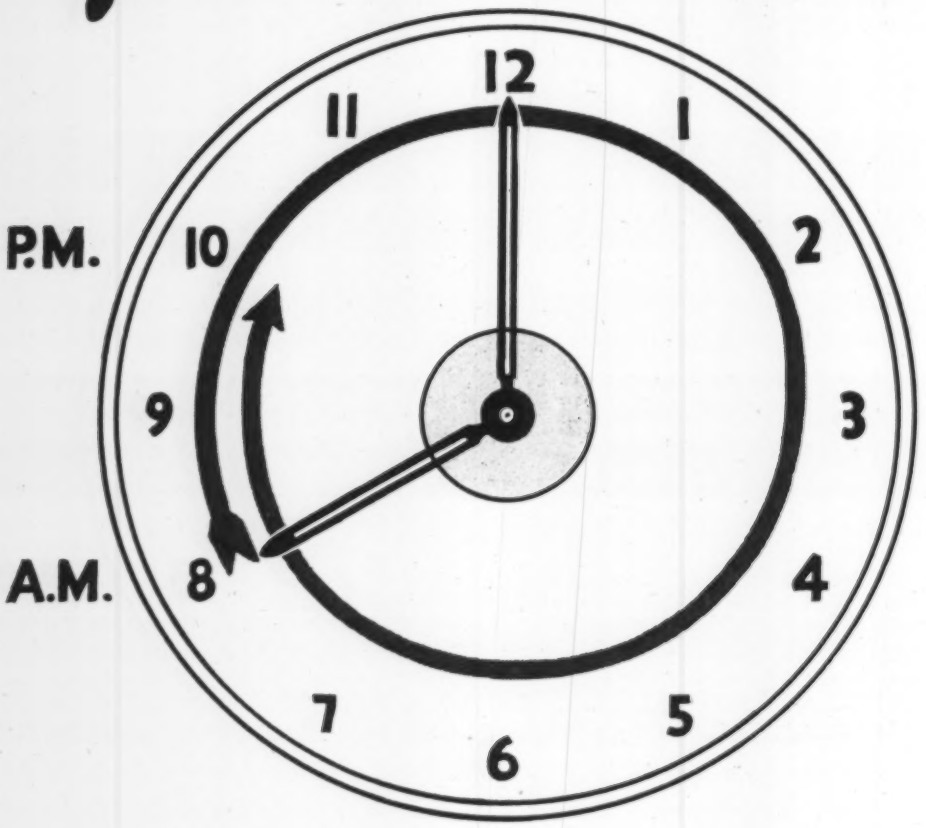
THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

XUM

WWJ Sold Solidly 14 Hours Daily in Mid-Summer!



During the summer months all commercial broadcasting time over WWJ was sold solidly *fourteen hours daily,* Monday through Friday. In comparison with the second and third Detroit stations, regardless of their power or network affiliations, the figures for a recent week show that WWJ led the *second station* in time sold by 55.3%; the *third station* by 90.1%!

Such an impressive sales record is a tribute to both the sales staff of WWJ and to this station's national representatives. However, the significant factor for radio advertisers to remember is *WWJ's eighteen-year-old heritage of fine programs,* forward-looking operation and constant effort in the interests of its listeners. This policy has been maintained at WWJ from the start. The dividends it has paid in prestige and popularity for the station, *and for the radio advertiser,* is well reflected in this sales record. Place WWJ on your fall and winter schedules and place your sales message in the homes of Detroiters who constitute the greatest buying power elements in America's Fourth Market.

Established Aug. 20, 1920 **WWJ** *Basic Red Network Station*

National Representatives

George P. Hollingbery Company

New York : Chicago : Detroit : Kansas City
San Francisco : Atlanta

NBC TELEVISION TOUR

provides new *thrills* for Radio City visitors

Regular tours now offer opportunity to see how far Television has advanced

For the first time, all visitors to Radio City may now obtain a clear idea of the wonders of Television. They may take a special television tour or see the television exhibits along with the regular NBC Studio Tour, at slight extra cost.

All who take this tour visit an experimental television studio in operation. They see the television camera, the boom microphone, studio lights, the control board with its keys, switches, lights. They also see a television receiver—not just as a museum exhibit, but actually operating television.

Visitors may appear before the camera and in the receiver see televised images of other tour guests. This fascinating tour shows all who take it how television has advanced from the crude equipment used in experiments but a few years ago, to the efficient apparatus of today.

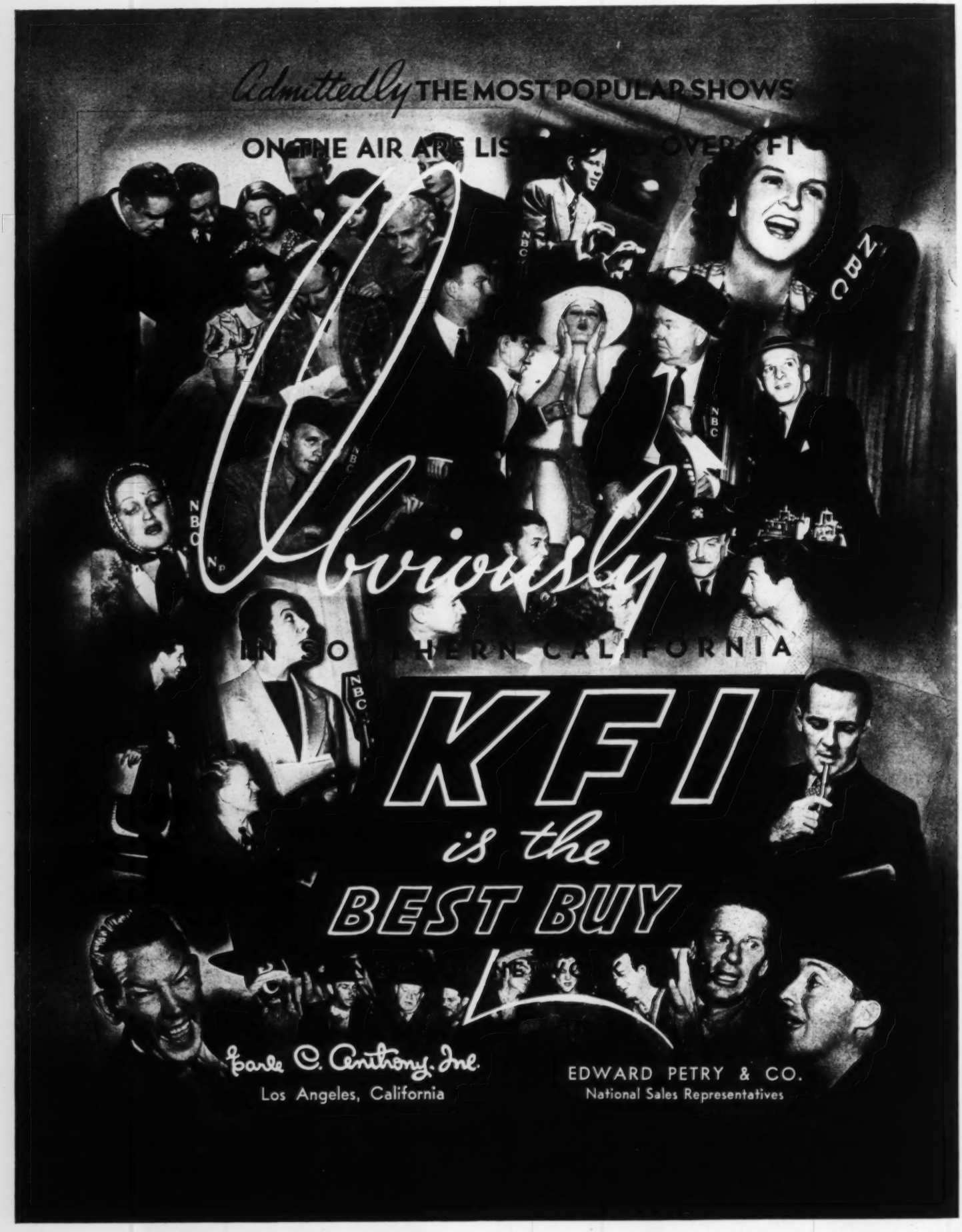
The NBC Television Tour is not only of intense interest to laymen, but everyone who is connected with radio will find a real fascination in this step into the future, in this glimpse of tomorrow's miracle of the air.

Station executives visiting New York are cordially invited to take this tour.

NATIONAL BROADCASTING COMPANY

The World's Greatest Broadcasting System

A SERVICE OF THE RADIO CORPORATION OF AMERICA


Admittedly THE MOST POPULAR SHOWS
ON THE AIR ARE LIS OVER KFI
Obviously
IN SOUTHERN CALIFORNIA
KFI
is the
BEST BUY
Earle C. Anthony, Inc.
Los Angeles, California
EDWARD PETRY & CO.
National Sales Representatives

LAURELS

SALES MANAGEMENT rates Charlotte as the *best* test market for cities of our size in this part of the country and rates "radio" as the preferred medium in the market.

We're proud of the tribute but we warn radio advertisers that results here are likely to be far, far greater than can be accomplished almost anywhere else in America.

Here's why. There are more than two and a half *million* persons in WBT's daytime primary area alone. It is virtually an *undivided* two-and-a-half millions. Almost *everybody* in The Piedmont listens to WBT when they listen to the radio. And in Charlotte itself—in the largest coincidental study ever made in this area—34,888 telephone interviews spread over 14 hours of the day, every day of the week of April 3, 1938—Crossley, Inc. found that on a five-day average—*79.1% of the families were listening to WBT.*

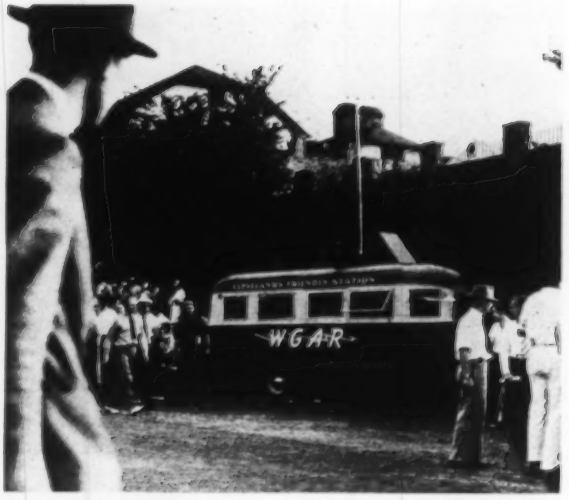
When you buy radio time, you expect a *share* of the audience. But when you buy WBT time, you receive almost *all* of the audience. And WBT's rates are lower than for almost any other 50,000 watt station in America!

WBT 50,000 WATTS · CHARLOTTE, N. C. · A CBS STATION

Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales: New York · Chicago · Detroit · Milwaukee · Birmingham · Los Angeles · San Francisco

Tip To Advertisers is fact that 18,837 admissions were paid by eager fans attending Cleveland Open. Northern Ohio goes for sports in a big way, *does* have money to spend. Moral: Smart advertisers consider well smart sports programs to sell their products in this market.

After Last Putt Ky Laffoon in exclusive broadcast over WGAR told how it feels to win $3000 by a single stroke. Left to right: E. B. Odenkirk, Tournament Manager; Franklin Lewis, WGAR sports editor; Laffoon, and Mrs. Laffoon. Below: Guldhal (at mike), Mangrum, Harrison, Ghezzi and Snead, all "in the money," greet WGAR listeners.



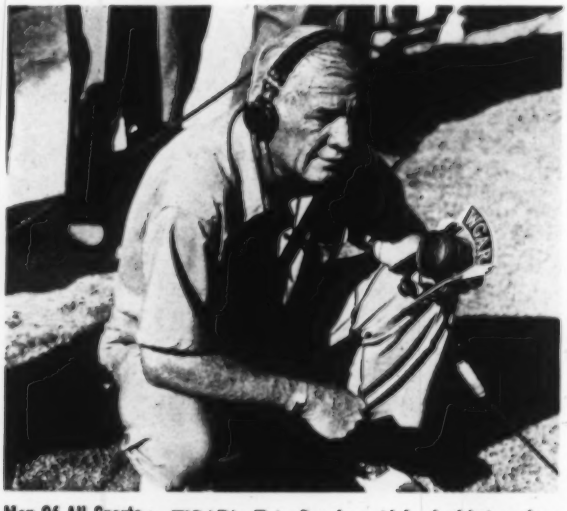
Modern Covered Wagon is WGAR's Studio On Wheels. Completely equipped for short wave broadcasting, it enables WGAR to handle outdoor events regardless of location or weather conditions.

"RICHEST OPEN" RICH PRIZE FOR CLEVELAND'S FRIENDLY STATION

When golf's most brilliant stars concluded four blazing days of battle for ten thousand dollars prize money awarded in the Cleveland Open, richest of American golf championships, there was one among the winners who had not been listed in the official entries. It was a radio station.

With mobile units, pack transmitters, a studio on wheels, plus a staff which knows the game and described play in expert fashion, Cleveland's alert WGAR had given John Q. Public 20-odd broadcasts—a dramatic, accurate account of the par-smashing siege. Only station to attempt the stroke-by-stroke progress, it also was first to announce the finish, present winner and runners-up over the air.

Well-rounded sports staffs like that of Cleveland's Friendly Station are few and far between, and a blessing to sports-minded sponsors. Evidence is comment of General Manager John Patt. "Top-notch football, hockey and basketball series are being snapped up fast!"



Man Of All Sports is WGAR's Tris Speaker, idol of old-time fans who recall his diamond exploits, idol of the younger generation for his vivid, colorful descriptions over WGAR's mike.

BROADCASTING
and
Broadcast Advertising

Vol. 15. No. 5 WASHINGTON, D. C., SEPTEMBER 1, 1938 $3.00 A YEAR—15c A COPY

Miller Asks Probe of ASCAP Monopoly

By SOL TAISHOFF

Tells New Deal Committee of Price-Fixing Restraints, Impediments to New Music and Plans to Boost Fees

INVESTIGATION by the Federal Monopoly Committee of the entire music copyright situation, with particular emphasis on ASCAP and its "price-fixing" restraints, is being requested by Neville Miller, president of the NAB, in a letter to Senator Joseph C. O'Mahoney (D-Wyo.) chairman of the joint Congressional-Departmental committee.

Asking the Committee in the name of the radio industry to extend its aid to thousands of citizens who "are helpless because of the operations by a monopolistic copyright pool", Mr. Miller charged that the art of creating new music has been "stifled". He named ASCAP as the "self-perpetuating monopolistic group".

Mr. Miller's request constituted his first open attack on the copyright front, as promised when he assumed the NAB presidency in July. The action had been discussed and approved by the NAB board of directors last June, shortly after appointment by Congressional mandate of the Monopoly Committee, which has plenary powers.

Reviews Copyright History

In pointed words, Mr. Miller told of the "vicious results" achieved by ASCAP. Accompanying his letter is a weighty "factual statement" of ASCAP copyright history. This was prepared for the NAB by Andrew W. Bennett, former special assistant to the attorney general assigned to the ASCAP anti-trust suit still pending in the Federal District Court in New York. Mr. Bennett now is in private practice and has handled special copyright assignments for NAB, among others.

Mr. Miller told the committee that broadcasters are the largest users of music in the country. The industry, he said, is seriously concerned over the "impediments to development of new music" as well as over the ever increasing monetary demands of the "pool". He told of recriminations by ASCAP and of announced intention of "enforcing reprisals against the industry in the form of drastically increased license fees".

Whether the Monopoly Committee, which has the official title of Temporary National Economic Committee, will pursue the NAB suggestion must await formal action by the group. The chances are considered good, particularly in light of the widespread notoriety given ASCAP in recent years in Congress and in the courts. The Federal Trade Commission once investigated ASCAP on monopoly grounds and several court cases now are pending including the Department of Justice anti-trust suit in New York, as well as a half-dozen state anti-ASCAP statutes in litigation, all of which appear to give substance to the Miller request.

Membership of the Committee includes Chairman O'Mahoney; Rep. Hatton W. Sumners (D-Tex.), vice-chairman; Thurman W. Arnold, assistant attorney-general in charge of anti-trust; Senator William E. Borah (R-Ida.); William O. Douglas, chairman of Securities & Exchange Commission, with Commissioner Jerome Frank as his alternate; Rep. Edward C. Eicher (D-Iowa.); Garland S. Ferguson, chairman, Federal Trade Commission; Senator William H. King (D-Utah); Isadore Lubin, chief statistician, Labor Department; Herman Oliphant, general counsel, Treasury Department; Richard C. Patterson Jr., Assistant Secretary of Commerce and former NBC executive vice-president; and B. Carroll Reece (R-Tenn.). Leon Henderson, New Deal economist, is executive secretary.

The Committee has not yet set dates for launching of hearings. Chairman O'Mahoney, now in Wyoming, is expected to return early this month and call a meeting of his committee shortly, and perhaps schedule hearings to begin in latter September or early October. Meanwhile, a number of "studies" are under way for committee consideration, among them a request made in July that the Committee inquire into the entire motion picture industry structure, which, of course, has copyright implications by virtue of large-scale ownership of music publishing companies by such producers as Warner Bros. and M-G-M. No actual inquiries have yet been authorized by the Committee.

NBC Denies Dickering

Meanwhile, on another copyright front, seeming harmony between networks and independent stations momentarily was shattered when an apparently inspired story was published (elsewhere) that NBC, through its vice-president and general counsel, A. L. Ashby, was secretly negotiating with ASCAP for copyright contract renewals. Present contracts with ASCAP do not expire until Dec. 31, 1940. On Aug. 24, following publication of the story, NBC President Lenox R. Lohr issued a blanket denial, stating it was NBC's policy to make no move independently, but to work in closest cooperation at every step with affiliates and the NAB. Copies were telegraphed to NAB President Miller, Samuel R. Rosenbaum, WFIL, Philadelphia, chairman of Independent Radio Network Affiliates, and to Mark Ethridge, WHAS, Louisville, former NAB president, and vice-chairman of IRNA.

Text of NAB Letter Asking ASCAP Monopoly Inquiry

The radio industry urges that your Committee extend its aid to the thousands of citizens of the United States who at present are helpless because of operations by a monopolistic copyright pool. The art of creating new music has been stifled. The incentive of all but a few of our citizens to exercise their artistic and creative ability has been destroyed. The control over the development of the new music of the nation has become vested in the hands of a self-perpetuating monopolistic group. This group is represented by the American Society of Composers, Authors and Publishers.

The attached factual statement is supported by the records. Stripped of camouflage, the facts establish the truth of the foregoing and demonstrate the vicious results achieved. The radio industry is the largest user of music in the United States. It is seriously concerned over the impediments to the development of new music as well as over the ever increasing monetary demands of the "pool". Many recriminations have been hurled at the industry because of its efforts to combat the increasing power of the combine whose officials repeatedly have announced their intention of enforcing reprisals against the industry in the form of drastically increased license rates. Yet in the face of these threats, the industry believes it is charged with a duty in the public interest, convenience and necessity to lend its aid in exposing practices which deprive the great mass of our citizens of rights accorded them by existing laws. As in the case of every monopoly prosecuted by the United States under the anti-trust laws, many excuses in defense of their practices have been advanced as reasons why the monopoly should be continued, even though the Congress has decreed monopoly by combination to be illegal. Assistant Attorney General Thurman Arnold, now in charge of the Anti-Trust Division of the Department of Justice, stated in a public announcement August 1st that

"The Sherman Act is not a method of directing or planning the future; instead, it is a means of keeping a competitive situation open so that those who can offer services at less cost are not impeded by agreements, boycotts, blacklists, expulsions from societies or organized activities of any character. The economic conditions are surveyed *not with an idea of planning a solution, but with the idea of keeping the situation free from restraint.*"

This declaration by Mr. Arnold represents a restatement of the law repeatedly expressed by the Supreme Court in anti-trust decisions and it is our belief that it should be enforced unqualifiedly without discrimination or mental reservation. The National Association of Broadcasters will be happy to cooperate with your Committee, to the end that the creative genius of the masses may be stimulated by the return of the right to display their talents in a market freed from restraints created by a price-fixing pool and their works made available to the public.

Texas Co. Places Disc Series on 111

Also Tests New Spot Drive on Two Boston Stations

TEXAS Co., New York, will use 111 stations for its cooperative transcription campaign, which starts early in September. NBC is making the 13 quarter-hour discs, which feature the Jesters Trio, Jean Ellington, singer; Johnny Gart, accordionist, and Ben Grauer, announcer. Texaco dealers pay half the cost for time, while the company pays the other half and supplies the transcriptions. Buchanan & Co., New York, has completed arrangements with these stations:

KSUN KGLU KCRJ KGAR KOY KWJB KHUB KIEM KTRB KSRO KVCV KARM KVOE KERN KFSD KTKC KID KFXD KSLM KMED KAST KRNR KFJI KOOS KIT KXRO KGY KELA KVOS KPQ KMO KOMO KSUB KSL WHDF KFPL WFOR WCOC KLCN KVOL WORM KLRA WDZ WMSD KWOS WCLO KTHS WTBO WEED WCLS WCBS KOSH WOW KOA KFH WBNS CJIC WAIR KOVC WMF KIDW KGHF WOC WPAD WJMS WBEO KLPM WKOK KWTN KDNT KRLH KIUN WCHV WSAU KVOR KFKA WBAL KDAL WSNJ WMBS WBLK WPAR WJSV WMFJ WMT WKBB KGLO KMA KSAL WOMI KWNO WOLS KABR KSOO WIBU KDFN KVRS KUMA KGKY KRGV KOB KFRO KFXM KQW KVEC WREN KICA KPRC KTSM WGCM WCAZ.

Announcement Test

In addition to an hour CBS show and the above dealer-cooperative spot campaign on 111 stations, on Aug. 29 Texaco started a test spot announcement series on WEEI and WNAC, Boston. Titled *Texaco Treasure Hunt*, the program informs the public of dormant bank accounts, whose owners or heirs have died or forgotten the existence of the accounts. Three spot announcements daily are heard, six days weekly, for a period of three weeks. If the test is successful, the company plans to extend the idea nationally, through Buchanan & Co., New York.

On Oct. 5 Texas Co. starts a big variety program on 95 CBS stations, Wednesdays, 9:30-10:30 p. m., titled *Texaco Star Theatre*.

Old Gold Hockey Games

PROFESSIONAL hockey games of the Chicago Black Hawks will be broadcast this season for the first time under commercial sponsorship on WGN for P. Lorillard Co., New York (Old Gold cagarettes). Beginning in late October, WGN will air 18 Sunday and six Thursday evening home games of the Hawks with Bob Elson giving play-by-play descriptions. During the final period of each match Elson will interview players and experts of the National Hockey League.

FCC Candor

THERE'S always something new under Washington's radio sun! Many an eyebrow was lifted Aug. 16 when the FCC announced that KPDN, Pampa, Tex., had been granted special temporary authority to operate additional hours from Aug. 15 to Aug. 27 "for political expediency". It was the first time a reason of that nature had been given on the Commission's official records.

AFM Moves Date to Sept. 23 As Locals Continue to Sign

DEADLINE set by the American Federation of Musicians for the completion of contracts between its local unions and the nonnetwork broadcasters has again been postponed, from Sept. 1 to Sept. 23. Deadline had previously been set back a month, from Aug. 1, to give the committee representing these independent broadcasters more time to get the stations and unions together. The intensive drive made by the committee (described in detail in BROADCASTING, Aug. 15) has met with considerable success, and many contracts have been completed while the great majority of these stations which have not signed are in negotiations with their locals.

Of the 179 stations which have incomes exceeding $20,000 annually and so are obliged under the standard agreement to employ union musicians, expending a minimum of 5½% of their incomes above the $15,000 blanket exemptions, those in New York, Chicago and other large cities are already employing musicians and have contracts with their locals. Of the remainder, a considerable number of contracts have already been completed and more are coming in daily to the AFM and the committee headquarters.

Exchange of Contracts

Under these circumstances it is believed almost certain that by Sept. 23 enough stations will have signed to satisfy the union and to permit the final exchange of contracts that will put the standard agreement into operation and complete the series of negotiations that for more than a year have occupied much of the time and attention of both the broadcasters and musicians.

Completed new contracts received at AFM headquarters during the two weeks ended Aug. 27 included those from the following stations: WSAU WEAU KWBG KRSC KXA WORL WBNY WDWS WOPI KGGM WBTM WTAD WRJN WTRC WAIR WIND WJIM. Although it was stated that more contracts were coming in every day, those reaching the union after Aug. 27 had not been examined, but were being held pending the return of AFM President Joseph N. Weber from the AFL convention in Atlantic City early next week.

It was also learned that the controversy between WIL, St. Louis, and the AFM local in that city has been satisfactorily concluded and that this station is now under contract in accordance with the general employment plan. This is said to have been the only city in which major difficulties were encountered in bringing the contracts to a conclusion.

Meanwhile, in New Orleans, negotiations are still in progress between the union WDSU, NBC affiliate, and WWL, CBS affiliate, with the expectation that they will be concluded shortly, now that WSMB, which had proved the stumbling block in previous negotiations, is signed up under the provisions of the standard agreement covering all affiliates of the major networks.

Skelly Turns to Discs

SKELLY OIL Co., Kansas City, will use no network show this fall, according to Blackett-Sample-Hummert, Chicago agency in charge. Instead, the oil company will use a quarter-hour disc series five days weekly on 18 stations east of the Rockies and west of Chicago. The series is titled *Captain Midnight* and is a dramatized aviation program designed for children.

Nearly All Time Is Sold by WCAM

City Leases 1300 of Its 1500 Hours to Maxwell Group

BLOCK purchase of virtually all of the time of WCAM, Camden, for a 10-year period at $20,000 per year, was announced Aug. 29 by Mack Radio Sales Co., of Camden, which made the arrangement with the City of Camden, licensee of the station.

WCAM, operating on 1280 kc. with 500 watts and sharing time three ways, is authorized to use a total of 1500 hours per year. Of this time, 1300 hours have been sold by the City of Camden to the Mack company.

The contract stipulates that the city maintain the station and equipment and supply operating personnel, thus technically retaining actual license control of the station and presumably qualifying it to continue as the licensee. Mack will act as sole sales agent in charge of time sales and program development.

City Retaining Control

Under this arrangement, it was stated, Mayor Brunner of Camden, feels the city retains actual control of the station and ownership of the equipment.

Incorporators of the leasing company are L. M. Maxwell, of Collingswood, president, and Aaron Heine, secretary-treasurer. Mr. Maxwell is a former radio man, having been a station representative for the past seven years. Mr. Heine is a New Jersey attorney and a newcomer to radio.

Coincident with the arrangement, Richard H. Hooper, promotion manager of Mack, declared that studios and offices of WCAM have been completely reconditioned and rearranged. The entire program schedule will be changed, he said.

Tangee Plans Net Series

GEORGE W. LUFT Co., Long Island City, N. Y., will use an NBC-Red program to promote its line of Tangee cosmetics. Starting date for the new campaign has been set for Oct. 3, with a special network of five stations having been selected. The 7:30-8 period Saturday evenings will be used. A 52-week contract has been signed. Tangee's agency is Cecil, Warwick & Legler, New York.

Coulson and Eaton Get Promotions at WHAS as Kennett Joins Station

REALIGNMENT of the executive staff of WHAS, Louisville, with W. Lee Coulson as executive manager, was announced Aug. 26 by Mark Ethridge, vice-president and general manager of the *Louisville Courier-Journal and Times*, operating the 50 kw. station.

Mr. Coulson

Mr. Eaton

Credo Harris remains as director of the station. Mr. Coulson as executive manager will supervise all station activities under Mr. Harris. Joe Eaton, program director, has been elevated to commercial manager and Bob Kennett, formerly program director of WLW and WSAI, on Aug. 22 joined the station as program director.

Mr. Eaton joined WHAS nine years ago, coming from Omaha. He first served as chief announcer, then as assistant commercial manager and then program director of the Louisville station.

Mr. Kennett

Mr. Kennett left WLW-WSAI last October and joined Transamerican in New York. Later he was transferred to Hollywood in charge of programs at KFWB, which post he left to join WHAS.

AFRA in St. Louis

HEARINGS before NLRB Trial Examiner J. J. Fitzpatrick in St. Louis, which began Aug. 4 and concluded Aug. 12, on the petition of AFRA for certification as the bargaining agent for 120 announcers, singers and actors of four St. Louis broadcasting stations were climaxed Aug. 16 when the respondents, KMOX, KSD, KWK and WEW, requested permission to file briefs and appear for oral argument before the NLRB. The St. Louis hearings largely involved two questions, whether free lance, part time radio artists should have equal privileges and rights within the union with full time, regularly employed personnel, and whether announcers should be included in the same union as station artists. The NLRB informed BROADCASTING Aug. 30 that the examiner will make no public report on the hearings and that the NLRB contemplates no action on the request pending receipt of briefs, but that the matter is now before the Board.

McNell Promoted

ROBERT McNELL, for the last two years time buyer for Blackett-Sample-Hummert, New York, has been appointed assistant to George Tormey, vice-president and account executive. He is succeeded by Lester Schoeder, who has been in the media department since early in the year.

Media and the Advertiser's Dollar

Comparative Study of Newspaper-Magazine-Radio Costs Reveals Radio's Lower Rates to Reach More Families

INTELLIGENT advertisers have conquered their awe at the astronomical figures involved in the gross coverage claims of media. It isn't how many people *might be* reached by a given sales message in a given vehicle that determines the wisdom of media selection today, but how many people *actually are* reached. It isn't how many *copies* of a publication are circulated, but how many people read an *advertisement on such-and-such page.* Shrinkage of the available advertising dollar makes it more necessary than ever to know in advance in how many homes an advertisement will *really* be registered.

Radio has always had more than its share of vast circulations to toy with, and it has had the right to cite constant gains in gross audiences by the million. Now, however, by concentrating on the size and cost of the actual audience of individual programs—and by quoting from publishers' own findings as to the actual readership of individual sales messages—radio has set up an irrefutable measure of the only advertising function that matters: *actual delivery of an advertisement to a prospect.**

Studies Made for Advertiser

Clearcut evidence of the relative efficiency of newspapers, magazines and radio is provided in studies recently completed by the CBS Market Research Division. These studies were made by the network at the invitation of one of its leading clients, and were not intended for publication. But BROADCASTING regarded them as so significant to the entire advertising business that it obtained special permission to present them to its readers here.

All calculations are limited to actual cost of *net* family circulation which each medium delivers to an individual advertiser (instead of the total circulation of the whole medium). Six radio programs of different length are checked against six advertisements of different size in newspapers and magazines, to determine costs per 1,000 homes *actually delivered.* Three examples of "better-than-the-average" advertising, and three of "average" advertising are examined for each medium.

Methods by which the summary in the accompanying table was derived are explained in detail herewith. Only those research studies and figures generally accepted were used as bases. CBS researchers say they welcome additional specific data from publishers, whenever available, for future analytic comparisons.

CBS first takes a "better-than-the-average" full hour evening program, compares it with a "better-than-average" newspaper page and a "better-than-average" black and white magazine page. There are 21,000,000 radio homes in the minimum evening primary listening areas of the 58 stations used by this advertiser. CAB rating for the period ending June 21, 1938 (when this analysis was conducted) is 22.5%†. Therefore, at least 4,725,000 radio families actually heard the broadcast (22.5% of 21,000,000 radio homes). Program cost per broadcast is $15,750 for time and approximately $15,000 for talent. This time charge is at gross rates; actually, a sponsor would earn discounts up to 12.5% on the network every 13 weeks, plus an annual discount of another 10%. Thus, 4,725,000 families are *actually* reached each week for less than $30,750; a cost of less than $6.50 per 1,000 listening homes.

Cost of Newspapers

If this same advertiser were to take a full page in only *one* newspaper of largest circulation in each of the 58 cities on his CBS hookup, he'd have to spend $42,890 for a *gross* circulation of 9,616,370 copies. This compares with radio's weekly gross of 21,000,000 homes for $30,750. His advertisement, moreover, would tend to miss Democratic readers if it appeared in a Republican paper, and would tend to miss class readers in a mass daily.

On the other hand, those 21,000,000 radio families have developed their daily listening habits irrespective of political thought or income level. Further, his individual advertisement would reach, at most, the trading area surrounding the given city. His radio program, emanating from that city's transmitter, hurdles city boundaries and state lines in all directions, so that his message is heard in literally thousands of additional markets, coast to coast.

In how many of the 9,616,370 homes receiving this newspaper advertisement will the message *actually be read?* Dr. Gallup, in his extensive studies of newspaper readership [see *Editor & Publisher*, Feb. 8, 1930] has found that a "better-than-average" half-page ad will be read by only 10% of the total circulation. No data have been advanced for full-page efficiency, but a generous estimate, for a very potent page, would be four times this, or 40%. On this basis, the advertisement would reach 3,846,548 families, at a cost of $42,890. This means 1,000 actual reader-homes for $11.15.

Without discounts, the radio gross cost was estimated at $30,750 per week. For about the same money ($31,600) — but allowing nothing for artwork or preparation, which are comparable to the talent cost included in the radio figure—the advertiser could buy one black-and-white full page in *five* leading magazines. For this sum of $31,600, he could get a combined gross circulation of 13,512,471. This does not take into consideration the unfortunate factor of duplication, which obviously occurs when a family receives two or more of these five magazines.

Dr. Gallup, Percival White and Daniel Starch have conducted studies, *sponsored by magazines,* which indicate that the "average" black-and-white page is read by only 7% of the periodical's total circulation. Assume that a particular advertisement is far above average—nearly four times as good—and concede it 25% readership. This means, at most, 3,378,117 actual readers for $31,600, at a rate of $9.35 per 1,000, for readers of a magazine page almost four times better than average.

This method of analysis is followed by CBS in comparing five other radio programs with corresponding efforts in newspapers and magazines. A "better-than-average" half-hour evening program, rated by the CAB at 17.6%, delivers 3,696,000 actual listener-homes via 58 CBS stations, at a cost of $20,501.50 per week *($5.54 per 1,000).* Conceding 25% readership to a "better-than-average" half-page in one newspaper for each of these 58 cities—though Gallup has credited such an ad only 10%—2,404,092 actual readers could be reached for $21,445 *($8.92 per 1,000).* For about the same sum as is spent for the radio half-hour, a black-and-white half-page could be bought in seven leading magazines. If truly outstanding, it might reach 15% of all readers—double the figure set by magazines themselves, and assuming no reader duplication — or 2,547,500 actual reader-homes for $21,550 *($8.46 per 1,000).*

A "better-than-average" 15-minute daytime program, with a CAB rating of 6.3%, delivers 1,260,000 actual listener-homes via 62 CBS stations for $2,818.50 *($2.23 per 1,000).* A "better-than-average" half-page ad in the top newspaper of each of these 62 cities would cost $22,052.40 and might reach 2,461,551 families *($8.96 per 1,000).* A phenomenal magazine half-page might reach 25% of total readers; comparing cost-per-1,000 for five leading periodicals on that basis gives an average of $4.59 for this advertiser.

"Average" Advertising

These three sets of comparisons are all concerned with "better-than-average" advertising. CBS also worked out the figures on "average" programs and "average" insertions. Just as the CAB average ratings are lower than for individual top shows, so the percentage of readership is below that conceded in the three instances already cited.

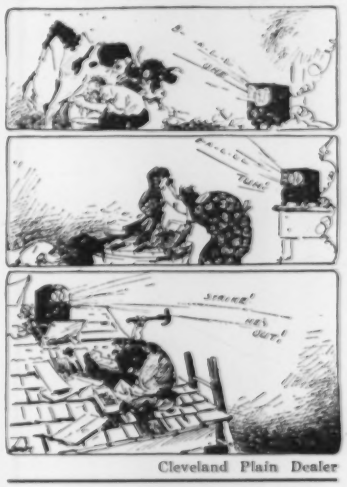
CAB gives all full-hour evening shows an average rating of 18.1%. Therefore an average hookup of 76 stations would deliver 837,200 actual listeners at a total cost of $33,050, which means a rate of *$8.61 per 1,000.* An average page in one paper in each of these 76 cities would cost $47,882.52. If a "better-than-average" half-page would reach 10% of the circulation, an estimate of twice that for this "average" full page would be decidedly generous—meaning 2,072,120 reader-homes at *$23.10 per 1,000* actually delivered. For a sum comparable to his radio investment, the advertiser could buy a black-and-white full page in each of five leading magazines. The "average"

(*Continued on page 47*)

Cost per 1,000 Families Actually Delivered by Radio, Newspaper and Magazine Advertising

RADIO		NEWSPAPERS		MAGAZINES	
A. *"Better-than-Average" Advertising*					
1 Hour Evening	$6.50	Full Page	$11.15	Full Page	$ 9.35
½ Hour Evening	5.54	Half Page	8.92	Half Page	8.46
¼ Hour Daytime	2.23	Half Page	8.96	Half Page	4.59
B. *"Average" Advertising*					
1 Hour Evening	$8.61	Full Page	$23.10	Full Page	$15.59
½ Hour Evening	6.42	Half Page	22.30	Half Page	15.73
¼ Hour Daytime	3.33	Half Page	21.65	Half Page	16.42

They Do Listen



Cleveland Plain Dealer

*There is also, of course, the qualitative question of impact, or manner in which this delivery is achieved. This study, however, confines itself to a factual measure in terms of the delivery itself.

† Use of CAB ratings as the basis of analysis indicates radio's conservatism toward its own data in this study, for CAB investigations are confined to telephone homes in comparatively large cities, and are based on "unaided recall" identification, some time after the program has been heard. Both factors tend to depress the figures on actual audience, since a "forgetting" element has been introduced, and since listening (heavy as it is in all cities) tends to increase as one progresses into smaller communities. Also, the CAB makes no check of listening in the 6,000,000 radio-equipped U. S. automobiles.

Atlantic Books Record Grid Schedule

Lists 168 Contests in Completing Eastern Campaign

MOST EXTENSIVE schedule of play - by - play football broadcasts ever lined up by a single sponsor, comprising 168 games, will be carried from Sept. 23 through Dec. 3 by 71 stations in the East and New England for Atlantic Refining Co., Philadelphia, according to N. W. Ayer & Son, Philadelphia, agency handling the Atlantic account. [BROADCASTING, Aug. 15, 1938].

Mr. Rollins

The company last year sponsored game broadcasts of 21 teams for a total of 163 games on 65 stations [BROADCASTING, Oct. 1, 1937], using 44 announcers, as well as several forecast and gossip programs through the grid season. The present series will call for the services of 40 announcers, all of whom are scheduled to meet soon in a three-day session with Les Quailey, head of sports activities for N. W. Ayer & Son, to receive training designed to bring uniformity in description techniques.

Uniform Announcing

"During the last several years it has been found that many listeners like to tune from one game to another," commented Joseph R. Rollins, advertising director of Atlantic. "In the course of a single afternoon they may listen to parts of a half-dozen games. Once a definite style is established, it will no longer be necessary for the listener to waste several minutes of each game in getting used to the manner in which the various announcers handle the technical angles of a football contest."

Several important games in the 1938 schedule, which includes 12 night contests, will be carried on extensive networks. The Duke-Pitt meeting Nov. 26 will be heard on 38 stations; Yale-Harvard, Nov. 19, on 25; Yale-Navy, on 22, and Penn-Cornell, on 18.

Other activity along the radio football front includes Eddie Dooley's *Last Minute Football News*, Thursdays and Saturdays, 6:30-6:45 p. m. (EST), over 51 NBC stations, starting Oct. 6 for Liggett & Myers Tobacco Co., New York (Chesterfields) [BROADCASTING, July 15]. The program also will be carried on 7 NBC stations in the Mountain and Pacific Coast groups. Agency is Newell-Emmett Co., New York.

Cities Service Co., New York, will sponsor Grantland Rice's football talks again, and is once more offering free football guides to listeners, through its service stations. The company has distributed a million of the guides each fall in years past, and last spring gave out 500,000 sports guides. Lord & Thomas, New York, is agency.

Exclusive broadcasting rights to all games in the 1938 schedule of the Western Inter-Provincial Football Union were granted to four independent broadcasting stations at a conference of Canadian union officials and broadcasters Aug. 15 at Winnipeg. CJRC, Winnipeg, CJRM, Regina, CFCN, Calgary, and CFRN, Edmonton will carry the broadcasts of the 24 games in the schedule, starting Sept. 2.

The List of Games

A complete list of stations and schools included in the Atlantic Refining Co. schedule follows:

SEPT. 23

Temple - Albright, Philadelphia, WIP, WRAW.

SEPT. 24

Brown-Conn. State, Providence, WJAR.
VPI-Duke, Greensboro, N. C., WDNC, WBT, WSJS.
Holy Cross-Providence, Worcester, Mass., WEEI, WORC, WMAS, WDRC, WPRO.
Maryland-Richmond, College Park, Md., WCAO, WJEJ, WSAL, WRNL.
Pitt-West Virginia, Pittsburgh, WCAE, WLEU, WTBO, WFBG, WOR.
Florida-Stetson, Gainesville, Fla., WRUF, WJAX, WIOD.
Virginia - V.M.I., Charlottesville, Va., WRVA, WLVA, WSVA, WCHV, WBTM, WDBJ.
Akron-Wabash, Akron, WADC.
Muhlenberg - Upsala, Allentown, Pa., WSAN.

OCT. 1

Dickinson-Muhlenberg, Carlisle, Pa., WSAN.
Wayne-Akron, Detroit, WADC.
Albright-Geneva, Reading, Pa., WEEU.
Richmond, Randolph-Macon, Richmond, Va., WRNL.
Cornell-Colgate, Ithaca, N. Y., WFBL, WGR, WHEC, WIBX, WESG. KYW, WNBF, WOKO.
Delaware-Ursinus, Newark, Del., WDEL.
Duke-Davidson, Durham, N. C., WDNC, WBT, WSJS.
F. & M.-Lebanon Valley, Lancaster, Pa., WGAL, WORK.
Georgia Tech-Mercer, Atlanta, Ga., WSB, WTOC, WRDW.
Holy Cross-Rhode Island State, Worcester, Mass., WEEI, WORC, WMAS WDRC, WPRO.
Penn-Lafayette, Philadelphia, WCAU, WPG, WGBI, WEST, WKOK, WHP.
Penn State-Maryland, State College, Pa., KDKA, WCAO, WJEJ, WSAL.
Ohio State-Indiana, Columbus, O., WBNS, WTAM.
Temple-Pittsburgh, Philadelphia, WIP, WCAE, WLEU, WTBO, WFBG.
Yale-Columbia, New Haven, WNAC, WTIC, WEAN, WTAG, WICC, WSAR, WNBH, WLLH, WNLC, WSPR, WBRY, WOR, WSYR, WGY.
South Carolina-Georgia, Columbia, S. C., WFBC.
Mississippi State-Florida, State College, Miss., WRUF, WJAX, WIOD.
Virginia-Washington & Lee, Charlottesville, Va., WRVA, WLVA, WSVA, WCHV, WBTM, WDBJ.
Carnegie Tech-Davis Elkins, Pittsburgh, WWSW.

OCT. 7

Temple - Texas Christian, Philadelphia, WIP.

OCT. 8

Brown-Lafayette, Providence, R. I., WJAR, WEST.
Delaware-Randolph-Macon, Newark, Del., WDEL.
Colgate-Duke, Buffalo, WGR, WFBL, WHEC, WIBX, WESG, WNBF WOKO, WDNC, WBT, WBIG, WSJS.
Florida - Sewanee, Gainesville, Fla., WRUF, WJAX, WIOD.
Pitt - Duquesne, Pittsburgh, WCAE, WLEU, WTBO, WFBG.
F. & M.-P.M.C., Lancaster, Pa., WGAL, WORK.
Holy Cross-Manhattan, Worcester, Mass., WEEI, WORC, WMAS, WDRC.
Georgia Tech-Notre Dame, Atlanta, WSB, WTOC, WRDW, WFBC, KYW, WRVA, WLVA, WSVA, WCHV, WBTM, WDBJ.
Penn State-Bucknell, State College, Pa., KDKA, WEEU.
Syracuse-Maryland, Syracuse, WSYR, WGY, WCAO, WJEJ, WSAL.
Ohio State-Southern Calif., Columbus, O., WBNS, WTAM.
Hampden-Sydney - Richmond, Farmville, Va., WRNL.
Muhlenburg-Villanova, Allentown, Pa., WSAN, WIP.
Akron-Xavier, Akron, WADC.
Penn-Yale, Philadelphia, WCAU, WPG, WHP, WGBI, WOR, WKOK, WNAC, WTIC, WEAN, WTAG, WICC, WSAR, WNBH, WLLH, WNLC, WSPR, WBRY.
Wittenberg-Carnegie Tech, Springfield, O., WWSW.

OCT. 14

Temple-Bucknell, Philadelphia, WIP.

OCT. 15

Akron-Western State Teachers, Akron, WADC.
Richmond - V.M.I., Richmond, Va., WRNL.
Carnegie Tech-Holy Cross, Pittsburgh, KDKA, WEEI, WORC, WMAS, WDRC.
Syracuse - Cornell, Syracuse, WSYR, WGY, KYW, WESG, WNBF, WGR, WHEC, WIBX.
Dickinson - Delaware, Carlisle, Pa., WDEL.
Florida-Miami, Gainesville, Fla., WRUF, WJAX, WIOD.
Muhlenberg-F. & M., Allentown, Pa., WSAN, WGAL, WORK.
Albright-Catawba, Reading, Pa., WEEU.
Duke-Georgia Tech, Durham, N. C., WDNC, WBT, WBIG, WSJS, WSB, WTOC, WDBJ, WRDW, WRVA, WLVA, WSVA, WCHV, WBTM.
Lafayette-Washington & Jefferson, Easton, Pa., WEST.
Northwestern-Ohio State, Evanston, Ill., WBNS, WTAM.
Wisconsin-Pitt, Madison, Wis., WCAE, WLEU, WTBO, WFBG.
Furman-Citadel, Greenville, S. C., WFBC.
Villanova-Center, Philadelphia, WIP.
Yale-Navy, New Haven, Conn., WNAC, WTIC, WEAN, WTAG, WIIC, WSAR, WNBH, WLLH, WNLC, WSPR, WOR, WBRY, WCAO, WJEJ, WSAL, WFBL, WHP, WPG, WGBI, WOKO, WCAU, WKOK.
Lehigh-Penn State, Bethlehem, Pa., WWSW.

OCT. 20

South Carolina-Clemson, Columbia, S. C., WFBC.

OCT. 21

Temple-Boston College, Philadelphia, WIP.

OCT. 22

Brown-Rhode Island State, Providence, R. I., WJAR.
Cornell-Penn State, Ithaca, N. Y., WFBL, WGR, WHEC, WIBX, WESG, WNBF, WOKO, KYW, WWSW.
Wake Forest-Duke, Winston-Salem, N. C., WDNC, WBT, WSJS.
Tampa-Florida, Tampa, Fla., WRUF, WJAX, WIOD.
Gettysburg-F. & M., Gettysburg, Pa., WGAL, WORK.
Georgia Tech - Auburn, Atlanta, Ga., WSB, WTOC, WRDW, WFBC.
Holy Cross-Georgia, Worcester, Mass., WEEI, WORC, WMAS, WDRC.
Lafayette-N. Y. U., Easton, Pa., WEST.
Maryland-Virginia, College Park, Md., WCAO, WJEJ, WSAL, WRVA, WLVA, WSVA, WCHV, WBTM.
Ohio State-Chicago, Columbus, O., WBNS, WTAM.
Penn - Columbia, Philadelphia, WCAU, WPG, WHP, WGBI, WKOK.
Notre Dame-Carnegie Tech, South Bend, Ind., KDKA.
Albright-Moravian, Reading, Pa., WEEU.
Muhlenberg-Ursinus, Allentown, Pa., WSAN.
Baldwin-Wallace - Akron, Berea, Ohio, WADC.
Pitt-Southern Methodist, Pittsburgh, WCAE, WLEU, WTBO, WFBG.
Michigan State-Syracuse, E. Lansing, Mich., WSYR, WGY.
Richmond-Roanoke, Richmond, Va., WRNL, WDBJ.
Delaware-Lehigh, Newark, Del., WDEL.
Yale-Michigan, New Haven, WNAC, WTIC, WEAN, WTAG, WICC, WBRY, WSAR, WNBH, WLLH, WNLC, WSPR, WOR.

OCT. 23

Villanova-Detroit, Philadelphia, WIP.

OCT. 28

Temple-Georgetown, Philadelphia, WIP.
South Carolina-Villanova, Orangeburg, S. C., WFBC, KYW.

OCT. 29

Richmond-Washington & Lee, Richmond, Va., WRNL.
Bucknell-Albright, Lewisburg, Pa., WEEU.
Brown-Tufts, Providence, R. I., WJAR.
Akron-Carnegie Tech, Akron, WADC, WWSW.
Delaware-St. Johns, Newark, Del., WDEL.
Vanderbilt - Georgia Tech, Nashville, Tenn., WSB, WTOC, WRDW, WBT, WDNC.
F. & M.-Drexel, Lancaster, Pa., WGAL, WORK.
Holy Cross-Colgate, Worcester, Mass., WEEI, WORC, WMAS, WDRC.
Lafayette-Ursinus, Easton, Pa., WEST.
N. Y. U.-Ohio State, New York, WBNS, WTAM.
Pitt-Fordham, Pittsburgh, WCAE, WLEU, WTBO, WFBG.
Furman-Davidson, Greenville, S. C., WFBC.
Virginia-William & Mary, Charlottesville, Va., WRVA, WLVA, WSVA, WCHV, WBTM, WDBJ.
Penn State-Syracuse, State College, Pa., KDKA, WSYR, WGR, WHEC, WGY, WIBX, WESG, WNBF.
Muhlenberg-Gettysburg, Allentown, Pa., WSAN.
Penn-Navy, Philadelphia, WCAU, WPG, WHP, WGBI, WKOK, WCAO, WJEJ, WSAL.
Yale-Dartmouth, New Haven, WNAC, WTIC, WEAN, WTAG, WICC, WSAR, WNBH, WLLH, WNLC, WSPR, WBRY, WOR, WFBL, WOKO, KYW.

NOV. 5

Ohio State-Purdue, Columbus, O., WBNS, WTAM.
La Salle-Albright, Philadelphia, WEEU.
Pitt-Carnegie Tech, Pittsburgh, WCAE, WLEU, WTBO, WFBG.
Delaware-P.M.C., Atlantic City, WDEL.
Florida-Georgia, Jacksonville, Fla., WRUF, WJAX, WIOD.
Army-F. & M., West Point, N. Y., WGAL, WORK (Western Union Reconstruction).
Georgia Tech-Kentucky, Atlanta, WSB, WTOC, WRDW, WBT, WDNC.
Holy Cross-Temple, Worcester, Mass., WEEI, WORC, WMAS, WDRC, WIP.
Penn State-Lafayette, State College, Pa., KDKA, WEST.
Michigan-Penn, Ann Arbor, Mich., WCAU, WPG, WHP, WGBI.
Sunbury High-Lewistown High, Sunbury, Pa., WKOK.
Syracuse-Colgate, Syracuse, WSYR, WHEC, WIBX, WGY, WGR, WNBF, WESG, WJAR.

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Sponsored American Programs Achieve Growing Popularity Among the British

GROWING popularity in Great Britain of American sponsored radio programs was cited in a statement issued last month by the radio defense committee of the Incorporated Society of British Advertisers Ltd. The statement urged that the British Government not attempt to stop broadcasting of sponsored programs in English from continental stations which sell time.

As reported in the *New York Times* of Aug. 29, the committee stated:

"Even if the present facilities are suppressed," the statement declared, "listeners will still be able to tune in by shortwave to the United States of America and listen to advertisers of American goods. The number of shortwave sets at present in use in the British Isles is estimated at more than a million. This number is increasing daily and it is evident within a comparatively short time every set in the country will be of the shortwave type.

"With the rapid progress now being made in improving the technical qualities of shortwave reception we shall eventually find the majority of listeners tuning-in to American programs of superior entertainment value, but in this case it would be American artists and employes who would benefit instead of British ones.

"Thus will British manufacturers be deprived of a legitimate and profitable advertising medium and British employes lose their means of existence to the advantage of their foreign contemporaries without any possible benefit to this country."

Nets, Affiliates to Consult on Policies

Agreement With IRNA Brings Harmony in Negotiations; Committees Named; FCC Inquiry Seen Oct. 10

REVISION of network-affiliated station relations whereby the outlets themselves will be consulted through committees on all matters of policy, has been agreed to in substance by NBC, CBS and MBS with the permanent Independent Radio Network Affiliates.

Coming as a prelude to the FCC chain-monopoly inquiry which gets under way this fall, preliminary agreements have been reached with the major networks by the IRNA Executive Committee on a harmonious basis.

In speedy fashion, IRNA organized itself as a permanent section of the NAB at a special convention in Chicago Aug. 16, held its preliminary conversations with the major networks five days later, and reported the matter informally to the FCC, all within a fortnight. Formal network acceptance of committees designated by IRNA to carry on the unprecedented deliberations is expected to come at a conference of network executives with Samuel R. Rosenbaum, chairman of IRNA and head of its executive committee, shortly to be held.

Date of Hearing

Meanwhile, action by the FCC chain-monopoly committee on a definite date for the hearings was being awaited. It appeared the date might be Oct. 10 or Oct. 17, since it hardly would be possible for the Commission to give the requisite month's notice and still draft its detailed bill of particulars by setting a date any earlier.

Chairman Rosenbaum, after consultation with the newly elected officers, Mark Ethridge, WHAS, Louisville, vice-chairman of IRNA, and L. B. Wilson, WCKY, Cincinnati, treasurer, named the three committees designated to confer with networks on matters of policy.

The NBC committee comprises Rosenbaum, chairman, Paul W. Morency, WTIC, Hartford; Walter J. Damm, WTMJ, Milwaukee; William J. Scripps, WWJ, Detroit; Robert T. Convey, KWK, St. Louis; Edwin W. Craig, WSM, Nashville; Harold V. Hough, WBAP-KGKO, Fort Worth; E. B. Craney, KGIR, Butte, and Mr. Wilson.

The CBS Committee comprises Ethridge, chairman, Vincent F. Callahan, WWL, New Orleans; Arthur B. Church, KMBC, Kansas City; John A. Kennedy, WCHS, Charleston, W. Va.; I. R. Lounsberry, WGR-WKBW, Buffalo, and C. W. Myers, KOIN, Portland, former NAB president.

The committee conferring with MBS to correlate trade practices and general policies of that network with its affiliates comprises John Shepard 3d, Yankee Network, chairman; Gene O'Fallon, KFEL, Denver; Lewis Allen Weiss, Don Lee Network, and H. K. Carpenter, WHK-WCLE, Cleveland. The status of the MBS committee differs somewhat from those of the other groups, since the cooperative nature of MBS does not present the same problems as between network and affiliate. In respect to general trade and competitive practices, however, the effort is to have all networks in agreement.

A review of events leading up to IRNA formation as a permanent entity was given William J. Dempsey, FCC special counsel for the investigation, at an informal conference Aug. 26. Messrs. Rosenbaum, Wilson, and Kennedy, designated as a committee of three, explained the purpose of the IRNA structure and informed him the group intended to participate in the investigation. Networks and IRNA were agreed that a first-hand report of these activities should be given the FCC through its special counsel.

Policy Committees

Because of the varying nature of network-affiliate problems it was decided to set up separate committees for the three networks. For example, in the case of CBS, the question of optional time differs from that of NBC and Mutual. CBS contracts generally provide for clearance of time on 28 days notice. Recent revisions in CBS contracts, however, permit cancellation of commercials for local public service programs of outstanding importance.

Mr. Rosenbaum will have further conferences with Lenox R. Lohr, NBC president, and Edward Klauber, CBS executive vice-president, and their associates in connection with setting up of procedure for the functioning of the newly-created policy committee. A tacit understanding will be sought whereby the networks, before promulgating new policies, will submit them to their IRNA committees and consult with them on all matters having to do with operating practices.

Matters which would come within the purview of the committees in their dealings with the networks, according to Mr. Rosenbaum, would include:

(1) Network control of station time; (2) interference between local requirements and network demands; (3) station break announcements; (4) commercial announcements during network programs; (5) length and character of commercial announcements; (6) acceptability of commercial copy and products; (7) general program content; (8) responsibility for clearance of programs at the source; (9) treatment of political broadcasts, both sustaining and commercial; (10) the entire copyright problem including ASCAP renewals and network responsibilities; (11) ownership of stations by network companies in competition with independent affiliates; (12) the whole question of network licensing by the FCC.

The precise position to be taken by IRNA at the forthcoming inquiry, Mr. Rosenbaum made clear, will depend on the outcome of the conversations of IRNA committees with the networks. It has been decided to file an appearance, he said. George W. Norton Jr., president of WAVE, Louisville, has been designated special counsel for IRNA and will file an appearance. It is expected that two or three members of the IRNA executive committee will testify, supported by perhaps two dozen affiliates selected because of geographic and competitive conditions.

After the IRNA convention in Chicago, attended by 85 station owners or executives and with proxies from a total of 150 affiliated stations, arrangements immediately were made for conversations with the major networks on Aug. 22 in New York. In addition to the three officers, members of the executive committee of IRNA, all of whom participated, were Messrs. Craig, Lounsberry, Scripps, Craney, Kennedy, Church and Shepard. Present for the networks were for NBC, President Lohr, and vice-presidents Niles Trammell, Frank M. Russell, and William S. Hedges. For CBS there were Mr. Klauber, vice-president Herbert V. Akerberg, and John J. Burns, special CBS attorney retained for the FCC inquiry and former general counsel of the Securities and Exchange Commission.

Appointment of the IRNA policy committees was discussed in detail and tentatively accepted by the networks, pending recounting of the whole development to FCC Counsel Dempsey.

Collective Action

The Chicago convention, originally scheduled for two days but completed in one, acted on the plan for a permanent organization. It was agreed IRNA should be set up as an agency which could serve on a collective basis on policy for network affiliated stations but not attempt to negotiate individual contracts between stations and networks.

Setting up of the organization on a permanent basis was viewed by many who attended the sessions as the "most constructive move" yet made in intra-industry activities. It was emphasized that IRNA, serving as a subordinate unit of the NAB, would in no wise conflict with the functions of the major trade association. It was agreed also that there was no hope of accomplishing the entire objective overnight and that there is no idea of disturbing the present fundamental system of broadcasting.

Copyright was discussed freely during the executive sessions. Strong sentiment existed for clearance of copyrighted music at the source whether it be a nationwide

(Continued on page 49)

IRNA OFFICERS — Designated at the Chicago convention of the affiliates group are (l to r) Samuel R. Rosenbaum, WFIL, Philadelphia, chairman; Mark Ethridge, WHAS, Louisville, and former NAB president, vice chairman, and L. B. Wilson, WCKY, Cincinnati, treasurer.

AS IRNA ORGANIZED AT SPECIAL CHICAGO CONVENTION

The Movies: Space Buyers but Time Beggars -- *An Editorial*

MAYBE broadcasters are suckers for sob-stories. Or perhaps they have more of the milk of human kindness than their contemporaries of the press. But if ever a streamlined, triple-tonguing Gabriel were needed to arouse the brethren of broadcasting, it is now!

First, the movie producers and exhibitors (who, incidentally, control most of ASCAP's repertoire) chip in a million-dollar kitty to promote pictures *exclusively* in the newspapers, which have space *for sale*. The combined producers and exhibitors, including our old ASCAP-bolting acquaintances the Warner Bros., disclose they will slather a handful of hundred thousands in the daily press. And even Philco, which wouldn't be in the set manufacturing business were it not for what the broadcasters transmit, makes a grandiose publicity splash about newspaper campaigns and about how newspapers can do the job, without realizing they're selling themselves kind of short.

In this sudden surge of entertainment dollars to the printed page, why should radio be ignored? The answer is simple. The movies don't have to *buy* time. Broadcasters *give it away*, as in the case of the Irving Berlin performance a few weeks ago which started a box-office stampede for *Alexander's Ragtime Band*. Sheet music and record sales are soaring. And broadcasters are paying ASCAP about $5,500,000 a year for the right to perform that kind of music—when ASCAP doesn't "restrict" the numbers.

Unfortunately, the memory of both the broadcaster and maybe the motion picture man is short-lived. It was just three years ago that Warner Bros. bolted ASCAP and decided to license its own music to radio, since it had one-third of the popular catalog. Just six months later it crawled back in the fold because the networks and many stations barred the use of Warner music. Popularity of Warner songs became almost nil. But the audience didn't mind. Worse than that, Warner pictures lost prestige. Box office receipts shrank because Warner pictures lost their life-blood, the radio "plug". One of its musicals turned out to be a colossal flop when it would have been a bonanza with normal radio help.

But radio does more than give it away. It runs movie gossip columns, commercial or sustaining, sweet or sour. It merchandises and publicizes and gives "premieres" to the movies. It falls for the pap published in the movie-subsidized journals trying to elbow into radio, evidently on the theory that if you can't lick 'em, join 'em.

Newspapers generally, along with other media and industry, have felt depression pangs in recent months. Publishers got together and decided to cut down puff-stuff. Newsprint costs hit a new high, and they said they wanted to save space. Many papers have cut out program columns, but not programs, because the public wouldn't stand for it. Whether that trend has contributed to the movie trek to newspaper advertising we can only guess. We'll do the same in the case of Philco. And after reading the press release of Philco, as to why it is using newspapers, we would commend to its advertising heads an elementary study of the medium that has made Philco Philco.

There isn't any recrimination over these new and inspired trends. Broadcast advertising is getting on nicely because it gets advertisers most of the best results for the least.

Miller Challenges Enemies of Private Competitive Radio in Peabody Address

THE GAUNTLET was thrown down to enemies of the American plan of broadcasting by Neville Miller, president of the NAB, in his first nationwide broadcast address since assuming that post July 1. The occasion was commencement at Peabody Teachers College Aug. 19, at which Mr. Miller was the main speaker. His theme was freedom of radio and the speech was carried over NBC-Blue.

"Any invasion of our free, competitive system of American broadcasting from any quarter whatsoever will meet with all the resistance at my command," said Mr. Miller, "and I believe with the resistance of the people who own and use the 30,000,000 radio sets operative throughout America tonight."

Mr. Miller asserted that the industry welcomes and needs government regulation to prevent confusion in the air and that the NAB takes the stand that stations must operate in the public interest or forfeit their franchise.

"But if an agency of Government seeks to dictate what shall and what shall not be broadcast," he said, "then that is another matter. For that agency is abandoning the democratic pattern and is assuming the technique of the totalitarian state which determines what people shall hear, what they shall say, what they shall read and think. I can imagine, as you can imagine, what would happen in this country should such a thing run headlong into the American independence of spirit which demands both the right to listen and the right to be heard.

"American radio has never been locked to the goosestep of a dictator. Here radio has never stopped to sell hatred, to merchandise prejudice of race or religion—and with your help it never shall."

Mr. Miller invited his listeners, prospective educators, to visit their local radio stations and secure a copy of the new book on educational broadcasting which the NAB will shortly place in the hands of all its station members in order to help them solve the problem of educational broadcasting. He said radio cannot do the job of educational broadcasting alone and needs the intelligent cooperation of teachers.

"Let the next enrichment of the radio art come from educators, versed in the background and tradition of the teacher; skilled in the preparation and the presentation of material; able to command wider audiences among the masses of our people with the cooperation and joint responsibility of American broadcasters," he said. By radio let us permeate throughout the strata of American life, the information and the inspiration which will move forward the whole base of American civilization.

Others Must Help

"Radio, is after all, a mirror of the genius, of the talent and the thought of the American people. Its level can be no higher than the general level of education and culture in the country. It will never be any better as an educational medium than the educators who use it; it will never be any better as a vehicle of drama than the playwrights and actors of the theatre; and it will never be any more intelligent as a forum on public affairs than the people who do our thinking on public affairs.

"If we would increase and widen the cultural and educational effectiveness of radio, more than the allotment of time and the development of new program techniques are called for. We must, through the spread of education to all sections of our population, pave the way for the acceptance of such programs. Let me make the point clear: radio will continue to do its part to elevate the level of American taste; to popularize things cultural; to bring the questions of the day straight and instantly to the American fireside, *but radio cannot do the job alone.*"

NEVILLE MILLER, in collegiate cap and gown, as he addressed the graduating class of the George Peabody College for Teachers in Nashville Aug. 19. The address was fed to the NBC Blue by WSM, with Jack Harris as announcer. WSIX, Nashville local, broadcast the exercises locally with Jim Turner, program director, handling the microphone.

Motion Picture Industry Purchases White Space; Philco Uses Newspapers

WITH the motion picture industry announcing plans to spend a million dollars in special advertising campaigns—mostly in newspapers with no mention of paid radio advertising—to promote "Motion Pictures' Greatest Year", Joseph Bernhard, president of Warner Bros. Theatres recently told the annual meeting of executives and managers of Warner Bros. Philadelphia theatre zone that the fund would be split three ways—$600,000 for newspaper advertising, $250,000 for prizes in a national *Movie Quiz* contest, and $150,000 for other expenses.

He declared that "this division of the expenditure is evidence that the motion picture business is not only a powerful ally to other industries, but that it is also the best friend the newspaper business has among large advertisers."

Motion picture producers and exhibitors, raising the funds jointly, will collectively sponsor the advertising, which will appear in practically every daily newspaper in the United States. The campaign, amounting to about 5,000 lines in each newspaper, will begin Sept. 1, and will include a review of the history of the industry.

Ernest B. Loveman, advertising manager of the Philco Radio & Television Corp., Philadelphia, outlining the nationwide newspaper advertising campaign Philco is starting about Sept. 1, said the firm is concentrating on newspapers.

Insurance Series

SERVICE LIFE INSURANCE Co., Omaha, will soon start a quarter-hour thrice-weekly live series on 10 or 12 Midwestern stations. Buchanan-Thomas Adv. Agency, Omaha, has the account.

AMERICAN TOBACCO Co., New York (Half-and-Half smoking tobacco), will sponsor Ben Bernie and his orchestra and Lew Lehr, comedian, on a national CBS network on Sundays. The program will start Oct. 2, to be heard at 5:30-6 p. m. Agency is Young & Rubicam, New York.

Protection of Radio Program Ideas

Written Contract Main Requisite Declares Legal Authority

By STUART SPRAGUE*

MR. SPRAGUE

HOW CAN I protect my radio program idea? That question, or variations of it, is put to *Broadcasting* and its editors almost weekly. To supply expert legal thought on this highly controversial subject, *Broadcasting* asked the writer, who is widely recognized as an authority on radio performing rights, to throw all possible light on the problem. He has had extensive experience in handling the problems involved in copyright.

THE ONLY sure method today of protecting a radio program idea is to divulge it to no one. Even then the same idea may be conceived quite independently by another, because no one person has a monopoly on thought. It is readily apparent that this method, although sound theoretically, is valueless in practice, because the creator is unable to realize any profit from an idea unless it is put to use, which cannot be done without divulging it. In disclosing it, he should protect himself as much as he can.

As most radio program ideas will require dramatization before they can be broadcast, it is advisable for the idea man to put his thoughts into radio script form. If he himself cannot do this, he should engage an experienced radio writer for the work on some suitable written profit-sharing arrangement signed by both parties. Preferably, such an agreement should put the ownership of all rights in the idea man, so that only he can sell the material.

Aside from the better protection afforded, which will be discussed later, a practical sales advantage is to be gained, because many networks, stations, advertisers and agencies which will not listen to just an idea will consider finished radio scripts. A copy should be kept because the submitted script might be lost; in fact, many companies insist upon this protection for the author because of experience with persons who claimed to have submitted manuscripts which were never received or were lost.

A Mere Idea Cannot Be Copyrighted

Can a mere idea be copyrighted? No! However, if the idea is expressed in a radio script consisting of dramatic or dramatico-musical material or in a lecture, sermon or address, the Copyright Office will issue a certificate of registration upon the deposit of one copy with an application for registration and a $1 fee. The copyright gives the owner no exclusive rights to use the title of the script or to the ideas expressed, although the use of certain titles can be enjoined if by reason of extensive use they have acquired a special meaning to the public.

It does give him exclusive rights as to his manner of expressing the ideas and no one can thereafter broadcast, perform or copy the script without his permission. The advantages of registration are (1) *prima facie* proof of authorship, (2) proof that the work was created not later than the date of registration, (3) statutory damages and counsel fees allowable in case of infringement, and (4) psychological effect of the term "copyright" on the public and on potential or actual infringers.

It should be stated that it is not legally necessary to copyright radio scripts as they are protected by our common law until such time as copies are made for publication or sale. Public performance does not amount to publication. The advantages of this common law protection are (1) perpetual term until publication, (2) no registration formalities, (3) protection even if not in dramatic or lecture form and (4) no expense. In practice, only a small percentage of radio scripts broadcast are copyrighted, due, no doubt, to the expense and trouble of copyrighting.

Written Contract as Protection to Originator

Some believe that certain rights can be secured in a plan, idea or script by merely mailing it in a postpaid sealed envelope addressed to the sender or some responsible third party, the receiving party merely keeping the package unopened. In the writer's opinion all that can be said for this protection scheme is that it furnishes some evidence that the idea, plan or script was conceived or written not later than the postmark date. It creates no rights that the creator of the idea would not otherwise possess. A sworn affidavit of the creator to the script or idea with a county clerk's certificate affixed (to disprove any contention that the affidavit was dated back) would seem about equally effective. The important thing to bear in mind is that the rights of the parties are established by the negotiations with the prospective purchaser rather than by the affidavit or the mailing of the idea or plan.

Should the originator of a program idea or plan submit it to a station or an advertiser without having placed it in some literary form, he cannot object to its use unless he has a contract. The contract may be verbal and in some instances its terms need not even have been discussed, the courts implying a contract where the circumstances indicate that the idea man had no intention of making a gift of the idea for the commercial advantage of the other party. The jury may decide on the facts of the case to award a reasonable sum to the plaintiff; an award equal to defendant's profits would be excessive although proper enough in a copyright case.

On the other hand, they may conclude that the idea was not original or that the plaintiff had no intention of securing financial compensation when he submitted it or that the defendant made no use of the idea, or that the plaintiff gave the defendant full discretion as to what, if anything, should be paid for the use of the idea, in any of which cases no recovery should be allowed.

If a program idea is submitted, both the party submitting it and the party to whom it is submitted should want it expressed in writing in as much as possible for then neither party can later be confronted with the contention that the program idea was quite different from that actually submitted even though the idea was also orally discussed, as it usually will be.

Occasionally originators of sales or program ideas have been known to submit a formal contract requiring the payment of a percentage of increased sales and to insist upon the contract being signed before divulging any details. If one were looking for the best way of killing off a prospect, this would be it. No sane advertiser could be expected to put his name to a contract that might tie his hands from using other similar ideas created by other idea men or by his own advertising department.

Because of a number of court decisions allowing recoveries for the alleged use of slogans or plans, many advertising agencies have devised a form of protection against unfounded suits—a document which they require the idea man to sign. A person might hesitate to sign this form because it seems to make the agency the sole arbiter as to whether the idea is original or not and what price should be paid. However, if the person knows the agency's reputation for fair dealing, he should rely on it and sign the agreement because no reputable agency could afford to jeopardize its business standing by using an idea without paying the originator.

Holdings of the Courts on Rights of Idea Creators

Various courts have held that a contract to pay for the use of an idea lacking originality is unenforceable. There are decisions that an idea for increasing profits by merely raising the price of the article sold lacked novelty and that an idea of rearranging the weight of an automobile to equalize the strain upon the springs lacked novelty. Courts have held that a plan for insurance sales could be used by the company to which it was submitted, as no steps had been taken to protect the plan from escape or disclosure; that a slogan submitted to and claimed to have been used by a department store justified a jury verdict for the idea man; that the submission of ideas or plans to an agency on a speculative basis, the agency submitting them to an advertiser, who, however, did not use them, justified a verdict against the agency for the value of services performed at the agency's request on the theory that the prestige of the agency was enhanced in the eyes of the advertiser; that when an advertiser agreed to consider an idea only on the understanding that the use to be made of it and the price, if any, to be paid for it, were to rest solely in the advertiser's discretion there could be no recovery for the use of the idea thus submitted as the creator relied solely upon the good faith and sense of fairness of the advertiser in paying for the idea; that an agency which creates an advertising plan for a client, but which is unable to reap its benefits because the client engages a different agency to use the plan, is entitled to a verdict.

It is evident from the decisions handed down thus far that the law furnishes a remedy in situations in which the idea is original and is submitted and used under conditions which make some compensation not only expected but also virtually necessary. However, since the law always favors the diligent, persons who put their ideas into the most tangible form possible and who protect them as suggested in this article are more apt to meet with success in both negotiation and litigation than persons who have mere intangible ideas or plans.

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* Partner since 1936 in the law firm Crawford & Sprague, New York; special counsel for National Committee of Independent Broadcasters in 1938 American Federation of Musicians negotiations and for NAB in various copyright matters; associate counsel NBC previous seven years and in important cases of *Kreymborg* v. *Durante, Uproar* v. *NBC & Texas Co., etc;* with New York law firm Hunt, Hill & Betts prior to 1929; graduate of New York University Law School; member New York Advertising Club, Association of Bar of City of New York, American Bar Association, New York County Lawyers Association, Federal Communications Bar Association; author of "Freedom of the Air", *Air Law Review.*

Sale of Four Hearst Stations In Texas Near Consummation

Stoer Goes to Texas to Handle Arrangements; Sale of KYA to Hart Group in Negotiation

WITH E. M. Stoer, comptroller of Hearst Radio, in Texas to consummate arrangements, sale of the four Hearst Southwest stations for approximately $750,000 is anticipated shortly.

Stations involved in the transactions are KTSA, San Antonio; KOMA, Oklahoma City; WACO, Waco, and KNOW, Austin. Contracts covering their disposition, subject to customary FCC approval, already have been drawn. Mr. Stoer has been in Fort Worth for the last fornight, conferring with Elliott Roosevelt, Hearst Radio president, and with the prospective purchasers.

Meanwhile, conversations were in progress for the sale of KYA, San Francisco, at a reported figure of $150,000 to a group headed by Fred J. Hart, former owner of KQW, San Jose, and until recently president and general manager of Honolulu Broadcasting Co., operating KGMB and KHBC, Hilo.

Stoer in Charge

With the recent promotion of Joseph V. Connolly, chairman of the board of Hearst Radio, as head of other Hearst enterprises, the task of consummating sales negotiations for the Hearst stations has been assigned Mr. Stoer, it was learned. Presumably, he does not plan to take up the KYA negotiations until after the Texas affairs have been cleaned up.

Two of the ten Hearst stations —KEHE, Los Angeles, and WINS, New York—already are under sales contract, subject to FCC approval. KEHE was sold to Earl C. Anthony, operator of KFI and KECA, Los Angeles, for $400,000. Purchase of WINS was arranged by Col. Arthur O'Brien, prominent Washington State and Washington, D. C., attorney, for $250,000.

Apparently some hitch has developed in the WINS sale. Col. O'Brien, it is learned, has not perfected the sales contract and has not been in conversation with Hearst officials for some weeks. Similarly, his Washington attorneys are said to be unaware of the status of the arrangement. Because of this, it is reported new negotiations have been undertaken looking toward the sale of the New York outlet to other parties or individuals. Here again, it is understood, Hearst officials do not desire to begin conversations until the Southwest deals are consummated.

Contracts covering the sale of KTSA, CBS outlet, to Gene Howe and O. L. (Ted) Taylor, Texas publishers and broadcasters, for $300,000 already have been entered. All indications are that the arrangements will be completed shortly.

Sale of WACO and KNOW, likewise CBS outlets, to S. W. Richardson and Charles F. Roeser, millionaire Fort Worth oil operators, for $50,000 each likewise was regarded as practically completed. Messrs. Richardson and Roeser are financially interested in the new Texas State Network venture, headed by Mr. Roosevelt and with Neal Barrett, Hearst Radio vice-president, as executive vice-president.

KOMA in Negotiation

The fourth Southwest Hearst station, KOMA, is understood to be in process of consideration by a syndicate of individual oil operators in Oklahoma City for $350,000. Some doubt is expressed regarding this transaction, however. The only name thus far mentioned is that of Harrison Smith, Oklahoma City industrialist.

It has been definitely asserted in the past by Hearst executives that WCAE, Pittsburgh, is not on the market. Owned by Hearst Consolidated Newspapers, the station is under different ownership than the others, which are 100% owned by Hearst Radio.

The remaining two Hearst stations, WBAL, Baltimore, and WISN, Milwaukee, have been considered by a number of groups but up to this time all offers have been rejected. There is a possibility, it is understood, that these stations also will be withdrawn from sale. In any event, this matter has been discussed though no definite conclusion has been reached.

O'Daniel Returns to Air On Texas State Network

W. LEE O'DANIEL, governor-designate of Texas, is expected to continue his commercial broadcasts in behalf of his flour brand, according to advices from Texas, although it had been reported that he would have a half-hour broadcast each Sunday night on the new Texas State Network for "Fireside Chats" and in addition purchase commercial time for his flour.

Mr. O'Daniel's phenomenal campaign was waged almost entirely by radio and his statewide popularity sprang largely from commercial broadcasts over the Texas Quality Network. In behalf of the latter, it was stated Aug. 26 that several of the stations declined to give Mr. O'Daniel time for "Fireside Chats" because it was held he is in fact only a candidate for office and not until after the November elections will be governor-elect. If the station or stations give him time before the November elections, it was held, then under the law they would have to give all other political candidates time under the same conditions.

It was also stated on behalf of TQN that the network has been unable to clear acceptable time for Mr. O'Daniel to resume his Hillbilly Flour broadcasts.

Texas State Network, of which Elliott Roosevelt is the president, is scheduled to begin operation Sept. 15 over a 23-station hookup in 22 Texas cities.

Out of Season

WITH the Tennessee temperature hovering around 100 degrees, WMPS, Memphis donated time Aug. 26 to a coal dealer, a Turkish bath proprietor, a furnace salesman, a fur coat store and a winter underwear salesman —to prove there are harder selling jobs than peddling ice boxes to Eskimos. Representatives of each firm were given carte blanche to deliver commercials for their respective businesses on the local broadcast, which immediately followed the NBC-Blue interview with Jim Moran from Juneau, Alaska, where he ostensibly had gone to sell ice boxes to Eskimos.

Educational Grant To New York City

Paves Way for a Long Range School-Radio Development

WITH the granting of a construction permit by the FCC Aug. 16 to the Board of Education of New York City for an educational broadcast station to operate on 41,100 kc. with 500 watts power unlimited time, which will cooperate with WNYC, New York municipal station, a long range development of educational shortwave broadcast programs suitable for use in metropolitan schools took definite shape. [BROADCASTING, Aug. 1].

The new high-frequency transmitter, to be constructed by the Board of Education at 29 Green Place, Brooklyn, has been given the call letters W2XRG and will have Western Electric equipment throughout. It will supplement and extend the experimental classroom program service supplied by WNYC during the last school year in cooperation with the High School Principals Assn. of New York City. The development carries on a two-fold program that involves increasing WNYC's facilities as well as the additional service of the special shortwave transmitter. The program is a joint venture of the Board of Education and the municipal station.

Solves the Time Problem

Facilities will include one medium-sized studio for dramatics and speakers and a large auditorium-studio seating 250 persons for special programs at Brooklyn Municipal High School. When completed, the studios will serve as the official studios of the Board of Education and as auxiliary studios for WNYC.

The new setup will solve the problem of supplying programs to schools at times when they can be heard most conveniently. The shortwave station can rebroadcast at several different times a program which has already gone on the air. When only the facilities of WNYC were available, many classes missed the program designed for them, since classes in the same subject over the city meet at different times throughout the day.

AMERICAN CIGARETTE & CIGAR Co., New York, has appointed Young & Rubicam, New York, as agency for Pall Mall cigarettes.

PETER PAUL PLANS TWO SPOT SERIES

PETER PAUL Inc., Naugatuck, Conn., is launching two spot series, a 37-station campaign for its Mounds candy bar and an 18-station campaign for its Ten Crown charcoal chewing gum. The series follow successful tests in seven eastern cities.

The Mound list includes five one-minute transcriptions a week on WHO WTCN KOA WGST WSM WREC KMBC WOW WCSH WJAR WTIC WFBR WCKY WHK WAVE WNEW WEAN WKBN WCAE WBEN WGBI WHP WFAA KTUL WPTF WSOC WSJS KSD WBBM WWL WMBG WDBJ WBEO WJMS WHDF CJIC and an unselected Birmingham station.

For its Ten Crown, the firm will place five-weekly live announcements on WTCN KFEL WGST WDAF WAAB WMAL WJR WAVE WSMB WIP WGBI WBRE WSOC WSJS WFMD WRVA WDBJ and an unselected station.

Agency for both products is Platt-Forbes, New York.

Texas Quality Network To Observe Anniversary

TEXAS QUALITY NETWORK will celebrate its fourth anniversary Sept. 10 with a series of programs originating in the studios of member stations—WFAA, Dallas; WBAP, Fort Worth; KPRC, Houston, and WOAI, San Antonio. The annual meeting of TQN station officials was to be held in Fort Worth Aug. 30, when final plans for the celebration were to be formulated.

When the Texas Quality Network was organized in 1934, the now disbanded Southwest Broadcasting System was in operation. In spite of this, however, TQN was a success from the outset and currently carries, or has scheduled, more than 35 quarter-hour and half-hour programs for national and regional advertisers. Sustaining service includes broadcasting of the *Texas Farm & Home Program* from Texas A & M College six days weekly.

Lohr Denies ASCAP Deal

BLANKET denial of published reports (elsewhere) that NBC is negotiating with ASCAP on renewal of its music copyright contract was issued Aug. 24 by NBC President Lohr. His formal announcement follows:

"It is the policy of the National Broadcasting Company in any discussion of licensing arrangements with the American Society of Composers, Authors and Publishers, to make no move independently, but to work in the closest cooperation at every step with its affiliated stations, the Independent Radio Network Affiliates and the National Association of Broadcasters.

"A printed statement that A. L. Ashby, NBC vice-president and general counsel, had approached ASCAP regarding preliminary discussions for a separate contract with the networks is untrue and without the slightest foundation in fact."

THE Lutheran Laymen's League, St. Louis, for several years a user of radio on a special MBS hookup, returns to the air this year on Oct. 23, using 59 stations, using the 1-1:30 p. m. period on Sundays, with repeat at 4:30. Agency again is Kelly,Stuhlman & Zahrndt, St. Louis.

Deutsch Ready to Start Disc Network

Sept. 15 Is Picked for World Transcription System

RADIO's first major market "wax network", embracing some 30 outstanding stations as basic outlets, will get under way in mid-September as the World Transcription System.

Tentatively scheduled to begin operation Sept. 15, the new network will function as a subsidiary of World Broadcasting System, pioneer in spot transcription broadcasting and in large measure responsible for its development. Percy L. Deutsch, president of WBS, has worked on the plan for several years, and while he withheld details, he informed BROADCASTING, Aug. 30 that his organization has definitely decided to proceed with the venture.

Mr. Kendrick

Already, it was learned, two dozen stations in important markets have contracted with WTS. By Sept. 15, the tentative starting date, it is expected at least 30 basic stations will be aligned. The network will be offered in a block to advertisers in the same fashion as the wire chains, the only essential difference being the transmitting medium. Discs instead of wire lines will be used.

Kendrick to New York

Simultaneously, it was learned that A. J. Kendrick, vice-president of WBS in charge of Chicago operations, will move to New York about Sept. 15 to assume immediate supervision of WTS. Read Wight, Mr. Kendrick's chief assistant in Chicago, will take charge of that office. Mr. Kendrick has been active in contacting stations on the new venture, along with A. B. Sambrook, station relations manager. It is expected his assignment will include field operations as well as general supervision at New York headquarters.

Under the plan, basic stations will pay WTS a percentage of their card rates to cover mechanical costs. The percentage will vary, depending upon the importance of the market and the station, but in no event will be less than 5%. In some instances it will be 7½% and in others 10%. This fee will cover cost of production of masters and discs.

PERCY L. DEUTSCH

"More than 20 leading broadcasters in the larger markets have already signed with World in this latest move to develop more national transcription advertising for stations," Mr. Deutsch announced Aug. 30. "A complete list of member stations will be announced shortly."

Employing ERPI wide-range recording methods, quality of WBS transcriptions has always been of highest calibre. General public acceptance of transcriptions led to the development of the wax network project. Flexibility of service, taking into account time differentials, also has made transcription spot a desirable medium for particular types of national and regional advertisers with peculiar merchandising situations. It is presumed WTS will intensify its sales efforts in that particular trade sphere.

WTS will function as a subsidiary of WBS which will continue its regular transcription library and other operations. Mr. Deutsch, however, heads both organizations, with Mr. Kendrick in immediate charge of WTS. All other executives and officers of WBS will function for WTS, under present plans.

Last June, Mr. Deutsch and Mr. Sambrook outlined preliminary plans for WTS at a dinner in Washington attended by more than a score of prominent broadcasters. The session was held coincident with the FCC hearings on proposed new regulations. At the Independent Radio Network Affiliates convention in Chicago last month, Mr. Deutsch and his associates held further conferences with key broadcasters. It was following this session that he decided to proceed with the plan.

Campbell Dickering

CAMPBELL SOUP Co., Camden, is planning a network series to start this autumn, with Edwin C. Hill as commentator. The program is understood to have been submitted to NBC by Ward Wheelock Co., Philadelphia, the Campbell agency, but no contract had been signed by the network as BROADCASTING went to press. The commentary program would be in addition to the new *Hollywood Hotel* program starting Sept. 9 on 70 CBS stations and the *Amos 'n' Andy* series on NBC-Red.

Exclusion of Radio From Paid Portion Of Movie Drive Is Criticized by NAB

ACTION of the motion picture industry in restricting its new advertising campaign to newspapers was challenged Aug. 30 on behalf of the broadcasting industry by Ed Kirby, NAB public relations director.

In a letter to Howard Deitz, Metro-Goldwyn-Mayer official and chairman of the "Movies Are Your Best Entertainment" campaign, Mr. Kirby questioned the logic of the Deitz statement outlining reasons why the motion picture campaign was restricted to printed media.

The NAB public director revealed that the trade association will undertake a "complete review of the situation". Paul Peter, research director of the NAB, will make a "comprehensive study of all practices, relations and cooperative connections between the two industries," he said.

"Upon these findings, the broadcasters hope to evolve a sounder and more equitable relationship which will insure at least that the privilege it has extended will not be abused or ignored," he said.

Confusion on Media

The letter made clear that there was no complaint against the press. Mr. Kirby said that recent conversations between leaders of both press and radio have given promise that "a new and more far-sighted and wholesomely competitive activity is possible" between the two media. He added, however, that the press, advertisers, and the public would regard the NAB as remiss in its duty "if it did not take exception to the farreaching implications involved in your statement."

"We do not seek to divert one penny of your present appropriation, but what we do attempt frankly, is to clarify the confused thinking of your committee in its appraisal of the radio medium," the letter said.

Movie Use of Radio

"The radio industry has never taken the position that the motion picture industry should ever spend a dollar in radio at the expense of a dollar pulled out of a newspaper appropriation. We have observed that motion picture promotion especially requires newspaper art and notice and permanence of display for playing dates and location.

"We have likewise been of the opinion that radio brings a new dimension and a new characteristic to motion picture exploitation and we have felt too, that radio in many areas was reaching new audiences for motion picture theatres, was developing new tastes through new approaches possible only through radio. We have felt that such new and additional contributions to motion picture merchandising were deserving of some economic return, the same way in which the newspapers justly charge for and earn a fair return for the services they render in the visual field.

"Even though your statement fails to reflect such an evaluation of radio's effectiveness, the vigorous activity on the part of producers and exploitation men to secure plugs for stars, stories, and songs indicate very clearly indeed that radio offers a new and important value in the exploitation of motion pictures and motion picture personalities. In fact, the record of the past few years will indicate, we believe, that motion picture people have been more alert to the promotional value of radio than have broadcasters themselves. Otherwise it is to be doubted if broadcasters would have permitted many of the indulgent Hollywood exploitations to have come through their transmitters, without cost and with little restriction.

"We believe the attitude of your committee will be very disturbing to hundreds of local exhibitors throughout the country who have been receiving generous and effective cooperation from their local radio stations. We believe your statement will be very disturbing to radio advertisers who are investing large sums of money in motion picture personalities in the belief that such talent would attract not only the movie-going public but would reach as well larger sectors of the mass market, both movie-goers and non-movie-goers through radio.

"In light of past cooperation, the statement of your Committee is most disappointing, and in view of future relations between radio and motion pictures, it is most alarming."

ChairmanMcNinch In Harness Again

Routine Matters Are Decided At FCC Quorum Session

A QUORUM of the FCC, presided over by Chairman Frank R. McNinch, convened Aug. 30 for the first time in several weeks to make plans for an active fall session.

Chairman McNinch returned to his desk Aug. 29 after having been away continuously since early July. In excellent health and ruddy-complexioned after a fortnight's sojourn at a New Jersey beach, the Chairman planned to have things going full swing Sept. 6, immediately after Labor Day.

Broadcast Meeting

On Aug. 29, four members of the Commission held a meeting to consider telegraph and telephone matters. For the following day a meeting was scheduled on routine broadcast matters. Present were Chairman McNinch, and Commissioners Sykes, Brown and Craven. Other members were vacationing away from Washington. All were expected back, however, immediately after Labor Day.

A meeting of the so-called Chain-Monopoly committee, for the purpose of establishing a date for formal hearings on the broad network inquiry, was anticipated in early September. The committee, comprising Commissioners McNinch, Sykes, Brown and Walker, probably will meet without the presence of the last-named member. It is expected to consider a bill of particulars for the hearing and also set a date now likely to be Oct. 10 or Oct. 17. Meanwhile, William J. Dempsey, special counsel for the committee, has been devoting his full time to preparations for the hearings.

Superpower Date Again Postponed

Briefs Now May Be Submitted To FCC Up to Sept. 6

A THIRD postponement—this time until Sept. 6—for briefs summing up arguments on the so-called rules and regulations hearings held before the FCC last June, was authorized Aug. 29 by the "Superpower" Committee which conducted the hearings.

Originally due Aug. 1, the FCC on its own motion authorized postponements to Aug. 15 and Sept. 1. The last postponement, to Sept. 6, was authorized after the matter had been raised by Louis G. Caldwell, Clear Channel Group counsel. However, the postponement, it was stated, was on motion of the committee.

Clear Channel Pleas

At the hearings, the Clear Channel Group, represented by Mr. Caldwell, urged revision of the proposed provision in the new rules which would limit power to a flat 50 kw. on clear channels, as a means of opening the way for power grants up to 500 kw. The group also vigorously opposed any further "breaking down" of clear channels.

The Regional Group, represented by Paul D. P. Spearman, advocated a maximum power of 50 kw. both on economic and technical grounds and duplication on so-called Class I-A channels, claiming greater service would thereby be provided. The case of local independents, presented by George O. Sutton, in large measure was similar to that of the regional presentation.

Havana Hiatus

In addition, WOR, Newark, and WCAU, Philadelphia, made individual pleas for Class I-A channel assignments as against the I-B, or duplicated clear assignments proposed for them under the Havana treaty providing for a wide scale reallocation of channels and power. Individual applicants also presented cases in their own behalf for assignment on certain clear channels and for horizontal increases in power.

Actual reallotment of assignments must await ratification of the Havana Treaty, covering assignments among the four nations of the North American continent which is not expected until December at the earliest. The treaty itself does not become effective until a year after three of the four nations have ratified it and the fourth signifies its intention of so doing. The United States and Cuba already have ratified and Canada is expected to do so shortly. The Mexican Congress does not convene until December, at which time it is expected it will act favorably.

Post Toasties on CBS

GENERAL FOODS Corp., New York (Post Toasties), on either Oct. 1 or 8 will begin a new half-hour variety show built around Joe E. Brown, film comedian. Weekly program will be released over CBS and emanate from Hollywood. Time is now being cleared. Talent will include comedians Gill and Demling, with Margaret McCrae, vocalist. Harry Sosnick's orchestra will also be featured. Agency is Benton & Bowles, New York.

THIS is a picture of the moon. It isn't a very good moon picture. The detail is poor and there seems to be some motion. Herb Hollister, the cameraman, explains this by saying that he wasn't focusing on the moon, but on the top of the KANS transmitter, a difference of some 240,000 miles. It might, but isn't, captioned "Moon Over Wichita". Caption or no caption, it's a neat innovation in candidery by one of radio's foremost lens genuises.

New *Good News* Series

WITH Louis K. Sidney, M-G-M executive in charge of radio directing activity, General Foods Corp., New York (Maxwell House coffee), on Sept. 1 was to start the 1939 series of its *Good News* program on 70 NBC-Red network stations, Thursdays, 9-10 p. m. The series will be known as *Good News of 1939* and format will follow that of last season. Talent lineup will remain virtually the same. Fanny Brice, Frank Morgan and Hanley Stafford will be featured along with guest artists. Meredith Willson's orchestra and Max Terr's chorus again will augment the musical setup. Opening program will have Louis B. Mayer, M-G-M first vice-president, speaking and Robert Young as master of ceremonies. Ed Gardner, who produced the series last season, continues in that capacity with Al Kaye as assistant. Writers are Sam Moore, Phil Rapp and Morey Amsterdam. Marcella Knapp is assistant radio director of M-G-M.

Agency Affiliation Begun By Morgan and Goodkind

AN AFFILIATION between Raymond R. Morgan Co., Hollywood advertising agency and radio producers, and M. Lewis Goodkind, Chicago agency, effective Sept. 1, was announced by Ray Morgan. The Chicago offices, located in the Palmolive Bldg., will be known as Goodkind & Morgan. There will be no change in name of Raymond R. Morgan Co. in Hollywood. Goodkind & Morgan will represent and service accounts of Raymond R. Morgan Co. in the midwest; the reverse applying for Goodkind & Morgan western business.

Raymond R. Morgan Co., founded several years ago, handles accounts of several regional and national advertisers. Mr. Goodkind, for nine years with Lord & Thomas and formerly radio service manager of that firm's Chicago headquarters, formed his own organization a short time ago. Calvin R. Holmes is vice-president of Goodkind & Morgan.

PWA Grant to WOI

PUBLIC Works Administrator Harold L. Ickes on Aug. 27 announced approval of a PWA project to install a 400-foot antenna, ground system and connecting electric lines at WOI, the Iowa State College station at Ames. Total cost of the improvements is estimated at $13,640, including a PWA grant of $6,138. This is believed to be the first such project to be approved by the Public Works Administration.

McFarlane Again Loses In Texas Run-off Vote

REP. W. D. McFARLANE, persistent critic of radio and of the FCC in Congress, was defeated for the Democratic nomination in the primary run-off Aug. 28. Ed Gossett, 35-year-old Wichita Falls attorney, led the incumbent by about 3,000 votes, after having failed to procure the necessary majority in the primary last month.

Mr. McFarlane, who had President Roosevelt's backing, made numerous speeches during the last several sessions of Congress attacking the alleged "radio monopoly" and in criticism of commercial broadcasting and of FCC regulation generally. An application for a new regional broadcasting station in Wichita Falls, in which his father originally was said to have been interested, recently was granted by the FCC over three competitive applications.

John Pitts Is Manager Of WHMA, at Anniston

JOHN PITTS, Southern manager of World Broadcasting System in Atlanta, will become manager of the new WHMA at Anniston, Ala., scheduled to go on the air Oct. 15, according to Harry M. Ayers, publisher of the *Anniston Star*, licensee. It will operate with 100 watts daytime on the 1420 kc. channel.

WHMA, according to Mr. Ayers, will use Collins equipment.

Mr. Pitts was one of the organizers of WSFA, Montgomery, and has been with WBS for the last five years, during which time he has toured the South. Chief engineer will be James Cobble, of Knoxville. Other personnel has not yet been selected.

Langendorf News

LANGENDORF UNITED BAKERIES, San Francisco (bread & cake), on Sept. 6 starts sponsoring a twice-weekly quarter-hour dramatization of news events, similar to *March of Time*, on 28 Pacific Coast Don Lee network stations. Series will be heard Tuesday and Thursday, time not announced, and originate from KHJ, Los Angeles. Franklin Bingman, will be narrator and Carroll O'Meara, producer. Don Clark is to write the series. This program will supplement the five weekly quarter-hour *Phanton Pilot* series sponsored by Langendorf Bakeries on 22 California and Washington Don Lee network stations. Young & Rubicam, Hollywood, is agency.

BALLARD & BALLARD Co. Inc., Louisville (Oven-Ready biscuits), which will start *Smilin' Ed McConnell* on NBC on Sept. 16, has also contracted for five-a-week quarter-hour participation in the *Martha Deane* program on WOR, Newark. Agency is Henri, Hurst & McDonald, Chicago.

ART TAYLOR NAMED TO POST AT KRIC

ART TAYLOR, formerly of KARK, Little Rock, has been appointed commercial manager of KRIC, new local which began operations in Beaumont, Tex., last month, according to W. L. Waltman, general manager. Mr. Waltman joined the station last June, supervising its construction. He was formerly of KALB, Alexandria, La., which he built in 1936. Afterward he was with KBIX, Muskogee, Okla.

Other personnel includes William McClanahan, program director, formerly of WSAU, Wausau, Wis., and KALB, Franklin Whitehead, continuity director, formerly of KBIX; James F. Manship, chief engineer, formerly of KBIX and KALB; Albert Donaldsson, formerly of KFXR, Oklahoma City, and Richard Haynes, announcer; O. W. Jones, and John McDaniel, engineers; James McGrew, announcer and salesman; John Kury, office assistant and announcer; Beau Beaumier, sports announcer; Malcolm Scaife, Spanish announcer, and Peggy Brent, handling women's programs.

KRIC has installed 100% Western Electric equipment and a 154 ft. Ideco Shunt excited radiator. Studios are in a one-story brick building in downtown Beaumont, completely insulated with Celotex Acusti tile.

Oppose Lamour Suit

NBC Artists Service and NBC have filed a motion with the California State Labor Commission asking for dismissal of action brought by Dorothy Lamour, Hollywood radio singer and film actress. Motion asserts that the Labor Commission does not have jurisdiction. Miss Lamour filed a complaint with the Commission Aug. 15 asking arbitration of her contract difficulties with the agency and voiding of her contract. In the petition she asserts the agency failed to give proper management and obtained her signature to an inequitable contract. Miss Lamour receives $675 per broadcast on the NBC *Chase & Sanborn* program.

New Avalon Program

BROWN & WILLIAMSON TOBACCO Corp., Louisville, on Sept. 3 starts a variety program, Saturdays, 7-7:30 on 54 NBC-Red stations, promoting its Avalon cigarettes. Agency is Russel M. Seeds & Co., which recently placed a combined disc-live half-hour program on seven stations for Avalon and Bugler tobacco [BROADCASTING, July 15].

Heads Albany Sales

EDWARD KENDALL JOHNSON, formerly of WSAY, Rochester, has been appointed sales manager of WOKO and WABY, Albany, by Harold E. Smith, general manager. Mr. Johnson succeeds Aaron Kellert, who has been assigned as "special agent" of the two Albany stations, Mr. Smith declared.

THE END of the world was previewed in a CBS program on Aug. 20, originating at the Fels Planetarium, Philadelphia, through WCAU. Alan Scott, commentator, and Wagner Schlesinger, assistant director of the Planetarium, described the terrifying scene.

Chain Stores Proving Active In Booking Time for Autumn

Fifty-Nine Stations Scheduled by 59 Groups, With Kroger System the Heaviest Buyer

By PAUL BRINES

NATIONAL survey of radio advertising by chain grocery stores which BROADCASTING conducted in mid-August indicates that 59 stations are airing 255 quarter-hour disc and live shows weekly, in addition to numerous spot announcement schedules and participation programs. More than 58 national, regional and local chain grocery stores are advertising by radio, the survey showed.

Leading the field among 200 stations queried in the survey, which was limited to chain grocery stores, was Kroger Food Stores with 99 quarter-hours weekly on 16 stations nationally. Second was Independent Grocers Ass'n. with 30 quarter-hour programs weekly on nine stations, while Atlantic & Pacific and Safeway Stores are using extensive announcement schedules, according to the survey.

Cities, stations and chain store sponsors follow:

ABILENE, Kan., KFBI — Clover Farm Stores, two quarter-hour live shows weekly; Beverly's Market, six 15-minute live shows weekly.

ALBUQUERQUE, KGGM—Barber's Food Stores, six quarter-hour disc shows weekly; Hammond's Food Stores, six 15-minute daytime shows weekly; Safeway Stores, 18 spot announcements weekly and daily specials.

BISMARCK, N. D., KFYR—Winston & Newell Co. (Independent Grocers Ass'n.), three 15-minute disc shows weekly; six five-minute discs titled *Cook's Corner* weekly.

BOISE, Ida., KIDO—Safeway Food Stores, sponsors special events such as sports and civic affairs.

BRIDGEPORT, Conn., WICC—Giant Shopping Center, 24 spot announcements weekly.

BUFFALO, WGR-WKBW—S. M. Flickinger (Red & White), six 15-minute script shows weekly; six quarter-hour shows weekly featuring cooking recipes; three 15-minute daytime shows weekly with *Clinton Buehlman*; six 30-word announcements weekly; Larkin Stores, one 15-minute live show weekly and announcements six days weekly; Donahy-Faxon, 23 announcements weekly. WBEN—Mohican Markets, six announcements weekly; S. M. Flickinger, weekly announcements of week-end specials.

BUTTE, Mont., KGIR — Safeway Food Stores, 20 announcements weekly.

CHATTANOOGA, Tenn., WDOD—Four 15-minute script shows weekly.

CHICAGO, WBBM — Kroger Food Stores, eight script shows weekly.

CINCINNATI, WKRC—Kroger Food Stores, three 15-minute interview shows conducted from the stores each week.

CLEVELAND, WHK—Kroger Food Stores, spot announcements daily. WGAR, Fisher Bros. Co., 10 announcements weekly.

COLUMBIA, S. C., WIS—Atlantic & Pacific, daily announcements.

DAYTON, WHIO—Atlantic & Pacific, six one-minute announcements per week.

DENVER, KFEL—Safeway Stores, announcements. KLZ, H. A. Marr Co. (Red & White), six 15-minute live shows weekly; Safeway Food Stores, four newscasts weekly; Miller Groceterias, one 15-minute disc show weekly; Morey Mercantile Co., six 15-minute newscasts weekly.

DETROIT, WJR—Kroger Food Stores, five 15-minute discs weekly.

DES MOINES, WHO—Jack Sprat Stores, six 15-minute newscasts weekly; Briardale Food Stores, two 15-minute weekly programs of household hints; Independent Grocers' Ass'n., three 15-minute live shows weekly.

FARGO, N. D., WDAY—I. G. A., three 15-minute programs weekly.

FORT WAYNE, Ind., WOWO—Kroger Food Stores, five 15-minute dramatic disc shows weekly and announcement series.

GREAT FALLS, Mont., KFBB—Buttray Food Stores, six weekly hillbilly shows.

HARTFORD, Conn., WTIC—First National Stores, six 15-minute variety shows weekly.

HOT SPRINGS, Ark., KTHS—Stewart Stores, one 15-minute show weekly and announcement series.

INDIANAPOLIS, WIRE — Kroger Food Stores, five 15-minute dramatic discs weekly.

KALAMAZOO, Mich., WKZO—Liberty Market, six announcements weekly and five-minute price listings; Michigan Super Markets, 60 weekly announcements.

KANSAS CITY, WDAF — Buehler Bros., 104 announcements weekly; Milgram's, 324 weekly announcements; Kroger Food Stores, 10 quarter-hour disc shows and 19 time signals weekly.

LITTLE ROCK, Ark., KLRA—Kroger Food Stores, 10 quarter-hour script shows weekly.

LOUISVILLE, WHAS — Kroger Food Stores, five 15-minute script shows weekly.

MADISON, Wis., WIBA — Kroger Food Stores, 10 quarter-hour script shows weekly; Central Wisconsin Food Stores, announcement series.

MEMPHIS, WMPS—Kroger Food Stores, two 15-minute programs weekly with audience participation.

MINNEAPOLIS, WCCO — Western Grocery Co., six 15-minute shows of news and gossip weekly; I. G. A., one 15-minute disc weekly.

MINNEAPOLIS, WTCN — United Food Stores, three 10-minute counsellor programs weekly.

MANCHESTER, N. H., WFEA—First National Stores, eight announcements weekly; Atlantic & Pacific, six announcements weekly; Cloverfarm Stores, five weekly announcements.

NEW YORK CITY, WNEW—Bohack Stores, six 15-minute participating programs weekly; Bernice Stores, six 15-minute participating programs weekly.

OMAHA, WOW—Hinky Dink Stores, six announcements weekly; United Food Stores, two 15-minute live shows weekly plus children's show on Saturday; Paxton & Gallagher, daily participations.

OKLAHOMA CITY, WKY—I. G. A., three 15-minute script shows weekly.

PENSACOLA, Fla., WCOA—Sears Stores, weekly announcement series; Kinney Stores, week-end announcements.

PHILADELPHIA, WIP—Baltimore Markets, 42 announcements weekly; WFIL, Giant Tiger Markets, six 15-minute shows weekly.

PITTSBURGH, KDKA — Kroger Food Stores, 10 quarter-hour disc shows weekly; WCAE, Kroger Food Stores, 18 announcements weekly.

READING, Pa., WEEU—Keystone Grocery Co., six disc shows weekly.

RICHMOND, Va., WRVA—Monogram Food Stores, one quarter-hour live show weekly.

ROANOKE, Va., WDBJ — Kroger Food Stores, 10 quarter-hour script shows weekly; Mack Stores, two 15-minute live shows weekly.

ROCHESTER, N. Y., WHEC—S. M. Flickinger, three 15-minute daytime shows weekly and musical clock participation; Hart Food Stores, 12 announcements weekly; WHAM, Brewster Gordon & Co., five 15-minute live shows weekly.

SALT LAKE CITY, KSL — IGA Stores, 6 quarter-hours weekly, *One Girl in a Million*.

SAN ANTONIO, WOAI—Six daytime announcements weekly.

SCHENECTADY, WGY — Schaeffer Stores, 15-minute short story disc weekly and musical clock participations six days weekly; Grosberg-Galub, 12 announcements weekly; Super-Markets, three 10-minute discs weekly plus participations.

ST. JOSEPH, Mo., KFEQ—Jack Sprat Food Stores, six 15-minute discs weekly.

ST. PAUL, KSTP—Atlantic & Pacific, announcement schedule.

ST. LOUIS, KMOX—Kroger Food Stores, 10 script shows weekly.

ST. PETERSBURG, Fla., WSON—Firestone Service Stores, three 15-minute script shows weekly; Seybold Baking Co., 3 script shows weekly.

SYRACUSE, WSYR — American Stores, three weekly variety programs; Super-Markets, three 15-minute disc shows weekly.

TAMPA, Fla., WFLA—I. G. A., three 15-minute variety shows weekly; Maas Bros., three weekly 15-minute variety shows.

TOLEDO, WSPD — Kroger Food Stores, five disc shows weekly.

TOPEKA, Kans., WIBW—I. G. A., three 15-minute live shows weekly.

WASHINGTON, D. C., WMAL—Sanitary Grocery Co., 42 time signals weekly; District Grocery Co., six weekly announcements.

WHEELING, W. Va., WWVA—Wholesale Grocery Co., three 15-minute disc shows weekly; Atlantic & Pacific, nine announcements weekly; Independent Grocers Assn., 10 announcements weekly.

CANTOR'S TIPS TO JOHN BULL

Comedian Says BBC Should Look to America —And Polish Up the Dull Spots—

ASKED by the *London Daily Mail* to give a few ideas for "brightening" British radio, Eddie Cantor, during a recent visit there, made the following suggestions to our British cousins. Whether BBC officials liked it or not, this is what they read:

"People asked me when I was in England what I would do to brighten British radio. I'll tell you.

"First, I must let you into the secret of one invaluable idea I put over in America. I broadcast every Monday for half an hour. To get that half-hour perfect I run through the program every Sunday evening before about 1,000 people, *but it doesn't go over the air.*

"I call this a 'preview broadcast.' I see how the people in this small audience react, then, for the Monday broadcast, I cut what they don't like, build up the things they do enjoy. That is idea Number One for the B.B.C. to copy. Now for some more:

"Take the padding out of programs. A 1½-hour program I heard the other night could have been done better in half an hour. Pay a little more money to encourage good writers. Cater more for the listening audience and less for those in the studio. Clean out the dull jokes and heavy dialogue in advance, along the lines of preview broadcasts. We in the United States threw out all our old joke files with their accumulation of 'chestnuts' years ago.

"Have more variety in the variety programs. Eliminate encores and use this time for extra turns. During an hour and a half program there are seven or eight minutes of applause. Cut that by half and there's time for another turn. It might even be wise, as in one of our great American programs, to eliminate applause entirely.

"Now about the artists themselves; the talent spotting. Let the BBC:

"Keep constant watch for those people who show signs of that quality which, with proper handling, might make them stars. Big-name stars themselves are not always necessary to make a good program. Get records of our broadcasts in America; study them. I think there are valuable ideas in them. Make records of rehearsals and let players listen to their own voices, their own sense of timing.

"And now one, perhaps unpopular, suggestion for the last. *Ask the millions of British listeners if they would be willing to pay another 2 shillings on their license fee if they could be assured that way of getting better programs. Maybe, after all, your present 10 shillings is not enough.*

"After that I must offer you a pat on the back. One thing you have done well is television. You are so far ahead of us in America that we can hardly hope to catch up on you. We are merely playing around with it. You have accomplished more in the past two years than we have in five."

BRITAIN'S new broadcast chieftain is Frederick Wolff Ogilvie, president and vice-chancellor of Queen's University, Belfast, who becomes director-general of the BBC Oct. 1, succeeding Sir John Reith, now of Imperial Airways.

This Broadcasting Business

* No. 2–Geographical Distribution of Radio Sales: 1935-1937

By DR. HERMAN S. HETTINGER, Ph.D.
Wharton School of Finance and Commerce
University of Pennsylvania

HOW have different portions of the country fared as to radio advertising volume since 1935? Does the apportionment of the radio advertising dollar among the different states change much from year to year? How is radio advertising divided in some of our major markets? These are some of the questions which the current portion of the analysis of the recently released FCC figures as to the broadcasting business attempts to answer. Important conclusions which can be drawn from the accompanying tables are as follows:

1. The greatest increase in radio advertising since 1935 has occurred in the agricultural portions of the country and in a few comparatively undeveloped sections. For the most part, it has paralleled roughly the growth of the agricultural income. Whereas, the net sales of stations as a whole rose approximately 56% since 1935 (as against 48.6% for the medium as a whole), radio volume in the West North Central States gained 72%, increased 71% in the West South Central States, and increased 70% in both the South Atlantic and Mountain States.

2. The greatest gains were in the following States: Nebraska, 116%; Louisiana, 112%; Florida, 97%; West Virginia, 94%; Connecticut, 86%; Minnesota, 85%. The increase in Connecticut can be partly explained by the placing of WTIC, Hartford, on full-time operation shortly before the beginning of the period under consideration. Undoubtedly part of the gain in Florida was due to a rise in tourist business during the winter months.

3. The fact that radio advertising grew earlier and more rapidly on the Pacific Coast than in other portions of the country and, therefore, has more nearly approached saturation, explains the 19% increase which has occurred since 1935 in California. A generally similar situation is also to be noted in some of the more important New England and Middle Atlantic States.

4. In spite of an increase in the number of commercial stations in operation from 564 to 624, and a 56% rise in station receipts, the distribution of the radio advertising dollar among the various states has changed but little since 1935. The radio dollar follows markets more than anything else. In 1935 the correlation between national and regional time sales and retail trade by states was 83.4% and for local time sales 79.2%.

5. With the exception of clear-channel stations located in smaller cities and trading areas, radio advertising by markets closely follows buying power. The first 25 cities as to radio advertising volume include 20 of the first 25 cities as to buying power, rated according to International Magazine Co.'s *Buying Power Index*.

6. The influence of the use of clear channel stations for regional coverage is illustrated in the relative ranking of a number of clear-channel station cities as to radio advertising and buying power respectively. Cincinnati ranks third in radio receipts and 13th in buy-

(*Continued on page 22*)

** Second of a series of analyses of broadcast operating statistics for 1937, based on data compiled by the FCC for that year and showing trends since the 1935 survey of the Department of Commerce. The writer, radio's first economist, is former director of research of the NAB and the author of several volumes dealing with broadcast economics.*

1937 RADIO ADVERTISING In Leading American Markets[1]

Market[2]	*Net Sales*	*Rank (net sales)*	*Rank (buying power)*[3]	*% TOTAL TIME SALES*			*% program & talent to total net sales*[4]
				Net-work	*National and Regional Non-network*	*Local*	
New York, Northeast New Jersey	$8,656,665	1	1	29.7	34.8	35.5	8.7
Chicago	5,673,617	2	2	20.0	45.8	34.2	9.9
Cincinnati	4,003,466	3	14	54.7	38.3	7.0	8.6
Detroit	3,020,019	4	6	30.7	36.5	32.8	6.7
Los Angeles	2,828,256	5	4	25.9	17.3	56.8	8.0
Philadelphia	2,470,147	6	3	28.7	25.6	45.7	8.7
Boston	2,243,548	7	5	33.8	12.5	53.7	3.1
St. Louis	2,043,492	8	8	24.0	33.2	42.8	10.0
Pittsburgh	1,917,352	9	10	26.6	19.8	53.6	8.9
Minneapolis-St. Paul	1,650,932	10	11	21.0	36.6	42.4	10.9
Cleveland	1,604,920	11	9	35.4	18.3	7.0	8.6
San Francisco-Oakland	1,592,564	12	7	33.5	24.2	42.3	2.6
Baltimore	1,246,400	13	13	31.6	21.0	47.4	2.4
Kansas City, Mo.-Kan.	1,260,525	14	16	37.3	33.0	29.7	8.7
Buffalo-Niagara	1,153,123	15	20	29.2	24.5	46.3	8.7
Des Moines, Ia.	1,103,862	16	35	29.2	55.9	14.9	8.8
Washington, D. C.	1,082,964	17	15	29.5	10.2	60.3	4.2
Albany-Schenectady-Troy	980,340	18	39	34.3	6.7	59.0	4.9
Milwaukee	956,560	19	12	19.7	41.3	39.0	1.2
Dallas, T.	882,001	20	21	31.9	30.1	38.0	16.5
Seattle, W.	818,261	21	19	24.6	25.8	49.6	9.5
Portland, O.	816,723	22	27	33.9	31.8	34.3	4.1
Providence-Fall River-New Bedford	786,144	23	28	40.5	16.5	43.0	7.7
Atlanta	736,075	24	24	33.0	39.4	27.6	1.5
Rochester	720,123	25	33	31.0	47.4	21.6	0.2
Louisville	714,157	26	22	36.1	33.0	30.9	0.1
Houston	665,826	27	23	23.8	33.3	42.9	5.8
Oklahoma City	655,456	28	34	29.0	35.2	35.8	3.3
San Antonio	652,063	29	41	31.3	27.8	40.9	5.4
Nashville	637,932	30	45	35.1	34.7	30.2	7.0
Omaha-Council Bluffs	627,445	31	25	37.5	32.0	30.5	2.7
New Orleans	618,663	32	18	30.3	37.2	32.5	2.0
Fort Worth	498,467	33	49	16.8	38.5	44.7	8.6
Columbus	470,721	34	29	21.8	30.6	47.6	7.2
Memphis	468,263	35	31	25.5	30.0	44.5	0.6
Spokane	465,866	36	65	38.1	24.1	37.8	12.5
Birmingham	299,044	37	32	23.4	19.6	57.0	7.1
Allentown-Easton-Bethlehem, Pa.	97,866	38		1.1	24.8	74.1	2.7

[1]This includes only metropolitan districts with more than two stations in them. Among the first 38 metropolitan districts, according to buying power, are the following which have only two stations: Indianapolis, Denver, Toledo, and Akron.
[2]These markets are metropolitan districts as defined by the 1930 Census.
[3]Rank in buying power for the consumer trading area as set forth in the International Magazine Company Buying Power Index. While not completely comparable to metropolitan districts it is enough as to make the comparative rankings significant.
[4]While this item is labelled "talent and miscellaneous sales" on the FCC summaries, the vast majority of it undoubtedly represents talent and program sales.

GEOGRAPHICAL DISTRIBUTION Of Broadcasting Station Net Sales

States	*Station*[1] *1937 Net Sales*	*Estimated*[2] *% Gain Over 1935*	*% Total 1937*	*% Station Time*[3] *Sales: 1935*
UNITED STATES	$81,649,718	56	100.0	100.0
New England	$ 5,330,092	46	6.53	7.00
Maine				.48
New Hampshire	600,830	53	.74	.12 .75
Vermont				.15
Massachusetts	2,977,308	36	3.65	4.17
Rhode Island	646,335	31	.79	.95
Connecticut	1,105,619	86	1.35	1.13
Middle Atlantic	$17,926,589	57	21.95	21.77
New York	9,660,264	74	11.83	10.57
New Jersey	2,914,967	22	3.57	4.56
Pennsylvania	5,351,358	53	6.55	6.64
East North Central	$19,990,231	54	24.49	24.86
Ohio	7,074,042	60	8.66	8.46
Indiana	1,457,829	74	1.79	1.63
Illinois	6,180,421	59	7.57	7.38
Michigan	3,714,294	31	4.55	5.43
Wisconsin	1,563,645	54	1.92	1.96
West North Central	$9,785,444	72	11.98	10.86
Minnesota	2,042,269	85	2.50	2.11
Iowa	1,821,734	55	2.23	2.24
Missouri	3,473,621	65	4.25	4.07
North Dakota	384,025	50	.47	.49
South Dakota	236,223	81	.29	.25
Nebraska	1,096,369	116	1.34	.97
Kansas	731,203	92	.90	.73
South Atlantic	$7,699,189	71	9.39	8.62
Maryland				
	1,411,852	84	1.73	1.67
Delaware				
District of Columbia	1,082,964	46	1.33	1.51
Virginia	923,409	71	1.13	1.03
West Virginia	670,635	94	.82	.66
North Carolina	1,123,457	68	1.38	1.27
South Carolina	329,292	75	.36	.35
Georgia	1,015,856	72	1.24	1.12
Florida	1,141,724	97	1.40	1.11
East South Central	$3,288,809	54	4.03[4]	4.09
Kentucky	950,033	27	1.16	1.43
Tennessee	1,570,134	74	1.92	1.72
Alabama	556,225	28	.68	.68
Mississippi	212,417[5]	56		.26
West South Central	$6,266,211	70	7.68	7.03
Arkansas	302,280[6]	67		.35
Louisiana	1,050,722	112	1.29	.94
Oklahoma	1,188,873	51	1.46	1.50
Texas	3,724,336	68	4.56	4.24
Mountain	$3,027,614	70	3.71	3.36
Montana	361,185	73	.44	.40
Idaho	193,335	50	.24	.24
Wyoming				.13[7]
Colorado	1,126,634	70	1.38	1.13
New Mexico	210,559		.26[8]	.09
Arizona	333,629	53	.41	.42
Utah	802,272	61	.98	.95
Nevada	[9]	[9]	[9]	[9]
Pacific	$8,335,539	45	10.21	12.31
Washington	1,831,996	66	2.25	2.11
Oregon	998,432	44	1.22	1.32
California	5,505,111	19	6.74	8.88

[1]Net sales, as used by the FCC, are gross sales less customary promotional discounts as well as agency commissions.
[2]FCC figures for 1937 and Census of Business data for 1935 have been compiled on a slightly different basis so that only a rough comparison is possible between them. FCC net sales are as defined previously and include talent as well as time sales. The 1935 state figures are gross receipts by stations from the sale of time only, but before agency commissions have been deducted; this being a more conventional method of treating sales though not necessarily a more logical one. It has been necessary to put data on a comparable basis as far as possible. Since this could not be accomplished completely the resulting percentages of growth since 1935 are in the nature of estimates. However, they are sufficiently accurate to indicate general trends.
[3]Time sales only; prior to deduction of agency discounts.
[4]Combined with Arkansas (Estimated .27).
[5]Combined with Mississippi (Estimated .36).
[6]Includes Nevada.
[7]Combined with New Mexico.
[8]Combined with Wyoming.

A station that would stand out in ANY territory! . . .

KOIN . . . covering the rich market of OREGON and Southern WASHINGTON . . .

. . . offers NOT ONLY . . .

● PRESTIGE AND AUDIENCE PREFERENCE

Built by a long-standing "listener-first" policy under which every precaution is taken to eliminate the broadcasting of anything that might be considered objectionable. No spot medical, dental, liquor, beer, wine or "small loan" advertising is accepted.

● ADVANTAGE OF CBS AND KOIN PRODUCTIONS

KOIN is the only outlet in its market for Columbia's fine programs and supports these with excellent productions from its own studios. It consistently maintains the largest production staff in the Pacific Northwest and releases programs regularly to both the Coast and nationwide Columbia networks.

● TECHNICAL PERFECTION

Under direction of one of the best radio engineers in the United States KOIN delivers a signal of perfect quality and maximum volume. Tower is 540 foot "IDECO" anti-fading half-wave vertical radiator with 22 acres of copper ground. Transmitter high-fidelity, high level 100% modulated without distortion.

. . . BUT ALSO the loyal friendship of 50,000 people who have heard KOIN's "personal appearance" talks in five seasons of public relations activities . . . . NO WONDER KOIN IS ONE OF THE TOP RANKING STATIONS IN THE UNITED STATES FOR LOW "COST PER SALE"!

KOIN

THE JOURNAL

THREE REASONS WHY THIS MARKET SHOULD BE INCLUDED IN EVERY SPOT SCHEDULE . .

Because it's a good, dependable market with high average earning power.

Because 95% of all homes have radios—(see 1938 report of Joint Committee on Radio Research).

Because KOIN is so outstanding a station.

FREE and PETERS, *National Representatives*

The Minutes of Minit-Rub's Debut

From 0 to 2800 Dozen Tubes a Month by Radio Alone

By JOSEPH M. ALLEN
Advertising Mgr., Bristol-Myers

BREAKING through the sophisticated crust of Metropolitan New York with a new counter-irritant is a job that has an ample quota of aches and pains. Bristol-Myers Co. dumped this scalding spud in the laps of Young & Rubicam and WOR, and among the three of them they emerged with a formula. It was a good one, too, and in no time at all the reports began to come from —. But let Mr. Allen pick up here. After all, it's his story.

MRS. Simpson's divorce and Joe Louis' tapping Mr. Braddock to sleep may have been big news in 1937, but at Bristol-Myers the introduction of Minit-Rub to Greater New York and Philadelphia, solely by radio, over-shadowed both.

Minit-Rub is a counter-irritant, boxed attractively, and sells in two sizes at 35 and 60 cents. People with chest colds, charley horses, tender tendons and sore muscles are prospects for it. But if you know the drug field, you know that there are a lot of counter-irritants. So many, in fact, that when we first considered the launching of Minit-Rub in New York, the job looked almost hopeless.

It was by no means Minit-Rub's first bid for consumer attention as it had been tried months previously in various parts of the Midwest. But it was the product's first bid for the metropolitan New Yorker's attention—and to attract it is no mean feat! Competition was keen, but we believed in the basic worth of the product.

Why Minit-Rub Used Radio

What'll we use to launch Minit-Rub was the next question. Going into a huddle with our agents, Young & Rubicam, and Station WOR, we came up with Transradio news as the logical program to present Minit-Rub to Greater New York.

We picked radio because we wanted to reach the most people in the shortest period of time; in other words, create volume demand at the lowest cost per advertising dollar.

We picked Transradio news because of its consistent audience pull and sales record. On the other hand, the launching of Minit-Rub was news and we thought a close tie-up with an authentic news broadcast would be wise. Further thought convinced us that Transradio news was popular with the housewife, buyer for the entire family. The periods selected were 12:30 and 4 p. m.

MR. ALLEN

But yet to be decided was the type of commercial and where it should be spotted. As Transradio does not permit commercial plugs to interfere with its straight news broadcasts, we decided to give the commercial its own news value by tieing it in closely with the seasons of the year, holidays and events of long-time national interest. Particular pains were taken to keep the commercials brief, clear and, above all, to pack them with as much interest and color as the news program.

For instance, during the fall and winter months of 1937, Minit-Rub was plugged over WOR as a help for chest colds. Fall and winter sports, as well as holidays and other events of timely interest were used as "hooks" for the commercials carrying the Minit-Rub message. The application of Minit-Rub for chest colds was stressed during the fall and winter but its other uses; i. e., the relief of muscular pains, etc., were limelighted from time to time.

Two commercials were devoted to each broadcast; a long one immediately following the delivery of the major news event, and a short one just before the close of the broadcast. Extreme care was used in wording these commercials. Both the agency and ourselves, as well as WOR, endeavored to keep them free from any words or ideas which might directly or indirectly offend the listener.

What The Broadcasts Did

That the listener not only appreciated this consideration but listened carefully to the commercials was proved over and over by the steady climb of Minit-Rub sales almost from the day of the first broadcast.

Beginning April 26, 1937, on WOR, with no distribution in Greater New York, and using no other promotion to aid our radio advertising over WOR, Minit-Rub sales climbed from nothing to a sale of more than 2,800 dozen tubes per month in the New York metropolitan area. Though no attempt was made to influence the sale of Minit-Rub in other major eastern markets, the WOR broadcasts created an immediate demand for Minit-Rub in the Philadelphia territory and a total Philadelphia sales volume 25% of that for Greater New York.

Considering the fact that this amazing job has been done in the face of a severe business recession and in one of the most competitive markets on earth with the help of no promotion other than radio, the story of Minit-Rub's success is not only proof that a good product will sell, recession or no recession, but is tribute to radio in its forward march as one of the major selling media of the day.

Texas Democrats Propose State Promotion Through National Radio Coverage

CREATION of a national advertising fund, to run several million dollars, and designed to promote Texas as the nation's new empire of opportunity, will be considered Sept. 13 at the Texas State Democratic convention. Proponents of the plan, said to include Gov.-Designate W. Lee O'Daniel, favor allotment of the bulk of whatever fund is decided upon for a nation-wide radio campaign.

The Tarrant county (Fort Worth) delegation to the convention, at a recent meeting, adopted a resolution proposing that the next legislature appropriate a "suitable amount" to "advertise Texas over the world". Tarrant county is Mr. O'Daniel's home district, and the action apparently was premised upon his amazing success in the Democratic primaries, which has been generally described as a 100% radio victory. The whirlwind six-week campaign had been waged by radio, but Mr. O'Daniel, as a flour distributor, had won a wide following throughout the state, appearing personally over the air as the head of his hillbilly troupe for several years.

While no definite amount has been stipulated for the Texas campaign, a figure of possibly $6,000,000 has been mentioned. Proponents are advocating the campaign not only because of Mr. O'Daniel's success, but also because the feeling exists in Texas that the state is headed for a boom that will eclipse those of both California and Florida.

New Wheatena Series

WHEATENA Corp., Rahway, N. J.., will sponsor a new Mutual show, featuring Ford Rush, his son, Silent Slim, and the Tinkle Toy Band. The program starts on Sept. 16, and will be heard three evenings weekly, through Rohrabaugh & Gibson, Philadelphia, keyed from WFIL.

WLS, NBC RENEW AFFILIATION PACT

RENEWAL of its affiliation contract with NBC for a three-year period from Oct. 1, was announced Aug. 23 by Burridge D. Butler, president of WLS, Chicago.

Under the arrangement, NBC has purchased a half interest in the new WLS transmitting plant, thus reversing the present situation under which WLS uses the WENR transmitter, since the stations share time on the same clear channel. The new transmitter is scheduled to begin operation Oct. 1, delays occasioned by labor difficulties in connection with the construction of the new vertical radiator having been overcome.

The new RCA transmitter is being constructed at a cost of $250,000, along with a 600-foot vertical Truscon radiator. The plant is located on a 40-acre tract near U. S. Route 45 at 183d St. Details of the new contractual arrangement were not disclosed. The arrangement was consummated by Mr. Butler and Glenn Snyder, vice-president and general manager of WLS, with Niles Trammell, NBC Chicago vice-president.

Big Bunte List

BUNTE BROS., Chicago (candies), on Sept. 12 will start a 13-week spot announcement series of two announcements weekly on the following stations: WBBM WMBD WCBS WTAD WIRE WGL WFAM WGBF WBOW WHO KSCJ WOC WMT WKBB KFH WIBW WTMJ WIBA WTAQ WHAS WCKY WXYZ WOOD-WASH WFDF WJIM WIBM WKZO WELL KMOX KWTO WMBH WOW KFAB KGNF WHK WSPD WCOL WADC WHIO, plus a station in Kansas City yet to be chosen. Erwin, Wasey & Co., Chicago, is agency with Holland C. Engle in charge of the account.

Broadcast Business

(Continued from page 20)

ing power; Des Moines, 16th and 35th; the Albany-Schenectady-Troy area, 18th and 39th; San Antonio, 29th and 41st: Nashville, 30th and 45th.

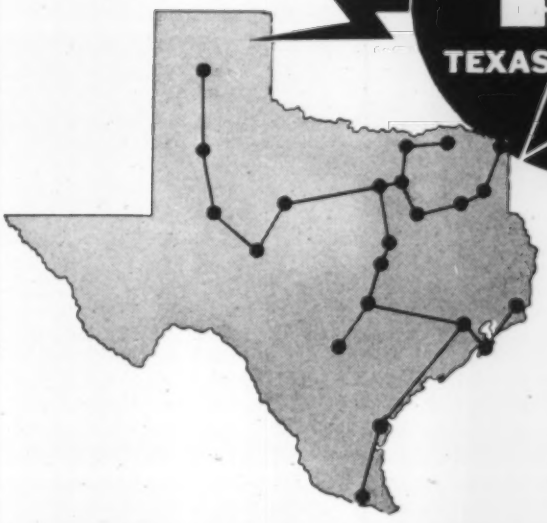
7. Though it is not possible to make a complete comparison of 1935 and 1937 volume for all of the cities appearing on table dealing with metropolitan districts, a rough indication of the comparative growth in broadcast advertising for a number of them can be obtained. This is as follows: Chicago, 70%; Detroit, 35%; Los Angeles, 16%; Philadelphia, 37%; Boston, 36%; St. Louis, 55%; Pittsburgh, 84%; Cleveland, 64%; San Francisco, 55%; Baltimore, 57%; Buffalo, 32%.

8. Experienced broadcasters will note that the principal factor affecting the relative importance of talent and program sales in different markets seems to be the energy and enterprise which individual station managements have put into the building and sale of programs.

9. Talent and program sales are concentrated in the larger markets as would be expected. More than 90% of total station sales of this type occur in the 96 metropolitan districts of the country, while nearly one-third of the sales take place in New York, Chicago, Los Angeles and Philadelphia, the four largest markets of the country.

ANNOUNCING THE NEW TEXAS STATE NETWORK

TSN
TEXAS STATE NETWORK



On September 15 the Texas State Network, with key stations in Dallas and Fort Worth, will inaugurate service to 23 stations located in 22 major cities, furnishing 17 hours per day of live talent over Class A AT&T lines. This new network makes possible, for the first time, complete coverage of the rich and responsive Texas market.

High calibre programs produced in our Texas studios, augmented by the best the nation affords through affiliation with the Mutual Broadcasting System, will enhance the high degree of local preference already enjoyed by the affiliated stations of the Texas State Network.

For complete, effective and economical coverage of the prosperous Texas market, use the Texas State Network ... the largest and most complete regional network in America!

WRITE, WIRE OR 'PHONE FOR INFORMATION

●

Texas State Network, Inc.

ELLIOTT ROOSEVELT, President

NEAL BARRETT, Executive Vice-President

General Offices: 1119 W. Lancaster, Fort Worth .. Business Offices in New York, Detroit, Chicago .. Key Stations: KFJZ or KTAT, Fort Worth, and WRR, Dallas

23 STATIONS
For Complete Coverage of The Prosperous Texas Market

★

Affiliation ... With Mutual Broadcasting System

★

Class A Lines
—Very Flexible Network

★

Exceptional
Production Facilities

●

Affiliated Stations

KFJZ and KTAT, Fort Worth
WRR, Dallas
KXYZ, Houston
KABC, San Antonio
KGNC, Amarillo
KFYO, Lubbock
KBST, Big Spring
KGKL, San Angelo
KRBC, Abilene
KPLT, Paris
KRRV, Sherman-Denison
KCMC, Texarkana
KFRO, Longview
KGKB, Tyler
KAND, Corsicana
WACO, Waco
KTEM, Temple
KNOW, Austin
KRIC, Beaumont
KLUF, Galveston
KRIS, Corpus Christi
KRGV, Weslaco (Rio Grande Valley)

American Tobacco Names Latham as Head of Unit; Weaver His Successor

JOHN R. LATHAM, former agency radio time buyer, on Aug. 22 was named president of the American Cigarette and Cigar Co., New York, makers of Pall Mall cigarettes and a subsidiary of American Tobacco Co., succeeding Albert H. Gregg, who became chairman of the board.

Mr. Latham, who will be 32 in January, was director of spot radio operations for Young & Rubicam, Inc., until last October, when he became assistant to George Washington Hill, Jr., vice-president of the American Tobacco Co. He joined Young & Rubicam in 1933 and two years later assumed charge of spot placements.

Mr. Latham

Pat Weaver, manager of the Young & Rubicam radio department, has resigned from the agency to succeed Mr. Latham as assistant to Mr. Hill.

Advertising plans of the company for Pall Mall, according to Mr. Latham, include a half hour program over a 52 station NBC Red Network Mondays 9:30-10 p. m. to start Sept. 5. *Eddie Duchin and His Orchestra* will be featured. The agency is Compton Advertising, Inc., New York.

Coincident with Mr. Latham's appointment, Robert Barnes was named vice-president in charge of advertising and sales. Louis H. Lee has resigned as advertising manager.

Mr. Latham pioneered in the use of local programs for national spot when with Young & Rubicam. He adopted the practice of spending much of his time in the field, visiting stations, talking with managers, salesmen, announcers and talent and learning policies and practices.

Texaco Drama Series

TEXAS Co., New York (Texaco gas and oil), on Oct. 5 will start *Texaco Star Theatre*, a full-hour variety program each Wednesday night on 95 CBS stations. Originating in Hollywood, the program will be directed by Max Reinhardt and produced by Bill Bacher. Talent will include David Broeckman's 30-piece orchestra, a 12-voice chorus, Adolph Menjou as m.c., singers Kenny Baker and Jane Froman, comedians Charles Ruggles and Una Merkel, and guest stars. The show will run for 39 weeks, through Buchanan & Co., New York, of which Louis Witten is radio director.

Miles Back in Fall

DR. MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), on Oct. 1 renews the *National Barn Dance* for 52 weeks, Sat. 8-9 p. m. (CST) with repeat broadcast 10-11 p. m., on 54 NBC-Blue stations with eight stations to be added in the near future. On Oct. 23 the firm will start *Uncle Ezra* in a thrice weekly half and quarter-hour series, Sun. 4-4:30 p. m. (CST) on 35 NBC-Red stations; Tues. and Fri., 9:45-10 p. m. on 40 NBC-Red stations. Wade Adv. Agency, Chicago, has the account.

AMONG THE FALL SPOT CAMPAIGNS

SINCE publication of a list of spot advertisers and their plans for the autumn [BROADCASTING, Aug. 15], new information has been received about campaigns and contemplated schedules. The following items supplement the Aug. 15 list:

Basic Science Institute, Los Angeles

Using 3 to 6 quarter-hour live talent programs weekly on four California stations and will increase the list in September. This will be supplemented with spot announcements, following present schedule. Smith & Bull Adv., Los Angeles, has account.

Beauty Counsellors, Detroit

Has completed 15-minute program over WJR; future plans not yet determined. Agency is Charles A. Mason Adv. Agency, Detroit.

Bonds 17 Dog Food Co., Los Angeles

Currently using six weekly participation in combined *Housewives Protective League* and *Sunrise Salute* programs on KNX, Hollywood, having started Aug. 15 for 13 weeks. Firm's first radio and future activities not decided. Placed direct.

Bromo-Seltzer Ltd., Toronto

Starts a live talent show on CFRB, Toronto, early in October. Agency is J. Walter Thompson Co., Toronto.

California Baking Co., San Francisco

Now presenting two weekly half-hour broadcasts over KSFO, San Francisco, this company contemplates increasing broadcasts to three 30-minute periods weekly, probably by mid-September. Agency handling the account is Leon Livingston Adv., San Francisco.

Curtice Bros. Co., Rochester, N. Y.

Fall plans being discussed, but no definite plans made public yet. Agency is N. W. Ayer & Son, Philadelphia.

Folger Coffee Co., San Francisco

After testing on KFBK and KWG, on Sept. 15 starts for 13 weeks using five-weekly five-minute live talent *Today's Best Buys* on KNX, KSFO, KFPY, KGB, KDYL, KIEM, KOY, KGHL, KQW, KFBK, KMJ, KFJI, KOIN. Other stations will be added as market opens. Agency is Raymond R. Morgan Co., Hollywood.

General Foods, Toronto

Will start Maxwell House Coffee *Good News* program on the Ontario, Prairie and British Columbia CBC networks and CBM, Montreal, on October 6. Agency is Baker Adv. Agency, Toronto.

Dr. Hess & Clark Inc., Ashland, O.

Begins weekly half-hour on WLS, Chicago and WHO, Des Moines for 26 weeks, starting Sept. 1. Agency is N. W. Ayer & Son, Philadelphia.

Honor Brand Frosted Food Corp., New York

Spot campaign being prepared, but no information ready for release. Agency is N. W. Ayer & Son, N. Y.

James Lumbers Co., Toronto

Expect to extend to Ottawa and other Ontario cities hour morning program now six times weekly over CKCL Toronto. Agency is Ellis Adv. Co., Toronto.

Kellogg Co., Battle Creek

Sponsors *Captain Tim Healy* thrice-weekly on WOR, Newark, and WLW, Cincinnati, for Pep; daily one-minute transcriptions on WOW, Omaha, WJR, Detroit, KSTP, Minneapolis, and KOIN, Portland, for Bran Flakes; and one-minute spot announcements on 21 stations for Rice Krispies. Agency is N. W. Ayer & Son, Chicago.

Kirkman & Son, Brooklyn

Sponsoring five-weekly 5-minute program on WOR, Newark, with further spot plans now in preparation. N. W. Ayer & Son, N. Y., is agency.

La Mont Corliss & Co., Toronto

Renewing *Ask Another* in October over CFRB, Toronto, and starting a new type program on CKAC, Montreal. Agency is J. Walter Thompson Co., Toronto and Montreal.

Levy Bros., Hamilton, Ont.

Starts a new schedule on a number of eastern and western Canadian stations early in October, for Bridal Wreath rings. Agency is Ferres Adv. Service, Hamilton.

Mary Pickford Cosmetics, New York

While much discussed as a prospective radio account, the company has not completed manufacturing plans and will use no radio before 1939. Agency is Campbell-Ewald Co. of New York.

Meyenberg Milk Products Co., Salinas, Cal.

Using radio for the first time on Aug. 29 started for 12 weeks, daily participation in combined *Housewives Protective League* and *Sunrise Salute* programs on KNX, Hollywood. Milton Weinberg Adv. Co., Los Angeles, has account.

Molson's Brewery, Montreal

Goes on a new schedule over CKAC, Montreal, late in September. Agency is J. Walter Thompson Co., Montreal.

Modern Chemical Co., Chicago

Will start 32 spot announcements and a weekly quarter-hour disc on WJJD, Chicago, for Softeen, a liquid silk cleaner, beginning Sept. 4 in a test campaign that may expand to a number of Midwestern stations. Robert Kahn & Associates, Chicago, is agency.

National Funding Corp., Los Angeles

Devoting 65% of its advertising appropriation to radio will continue spot and time signal announcements, using from 1 to 10 daily on KNX, KFI, KHJ, KFRC, KGB, KFSD, KGFJ, KFWB, KFOX, KMJ, KERN, KFAC, KEHE, KMPC, KROW, KLS, KPMC. Other California stations will be added during the year. Smith & Bull Adv., Los Angeles, has account.

Quaker Oats Co., Peterborough and Saskatoon

Starts Sept. 12 a new *Dick Tracy* series on 12 Canadian stations, both the eastern and western Canadian branches of the firm combining appropriations for this campaign. Stations include CJOR, Vancouver, CFCN, Calgary, CFRN, Edmonton, CFQC, Saskatoon, CKCK, Regina, CKY, Winnipeg, CBL, Toronto, CBO, Ottawa, CFCF, Montreal, CHSJ, St. John, and two other Maritime stations. Agency is Lord & Thomas of Canada, Toronto.

Thos. D. Richardson Co., Philadelphia

Participating in *Mary Mason Home Forum* on WRC, Washington; *Martha Deane* on WOR, Newark; and *Marjorie Mills* on Yankee Network in New England. Agency is N. W. Ayer & Son, Philadelphia.

Sheffield Farms Co., New York

Now sponsoring twice-daily time signals, 6 days a week on WOR, Newark, and weekly quarter-hour *Farm Talk* on WGY, Schenectady. Agency is N. W. Ayer & Son, Philadelphia.

Spurrway Mfg. Co., Los Angeles

Using radio for the first time on Sept. 30 starts a 13-week test campaign on KNX, Hollywood, using thrice weekly participation in *Sunrise Salute*. Lou Landfield Agency, Los Angeles, has account.

Supplee-Wills-Jones Milk Co., Philadelphia

Sponsors *The Lone Ranger* thrice-weekly on WFIL, Philadelphia, starting Sept. 5. Agency is N. W. Ayer & Son, Philadelphia.

Tip Top Tailors, Toronto

Will increase Sept. 5 its spot announcements on 13 stations to three weekly for eight weeks; also plans some live talent shows on larger stations. Agency is McConnell, Eastman, Toronto.

Henry K. Wampole & Co. Ltd., Perth, Ont.

Expected to renew transcription spots which ran last winter and spring over 29 Canadian stations from coast-to-coast and 2 Newfoundland stations for cod liver oil and antiseptic. Agency is Ronalds Adv. Agency, Montreal.

Webster-Eisenlohr Inc., New York

Sponsoring daily and six-weekly quarter-hour news broadcasts on WRR, Dallas, and KCMO, Kansas City, respectively. Agency is N. W. Ayer & Son, Philadelphia.

George Weston Ltd., Toronto

Continues to Sept. 4 community sing Sunday evenings on CFRB, Toronto, with possible additional stations for its biscuits. Successfully used shopper-grocer broadcasts in Atlantic Coast provinces this summer and may extend these to other parts of Canada in the autumn. Agency is Richardson & MacDonald Adv. Service, Toronto.

CLEVELAND reunion in August brought together the heads of three jointly owned stations, all widely known and popular figures in the broadcasting industry. Left to right are John F. Patt, WGAR, Cleveland; Leo Fitzpatrick, WJR, Detroit; Leo B. Tyson, KMPC, Beverley Hills, Cal. George A. (Dick) Richards is president of all three stations.

XUM

MORE POWER

GEARED TO A GREAT MARKET

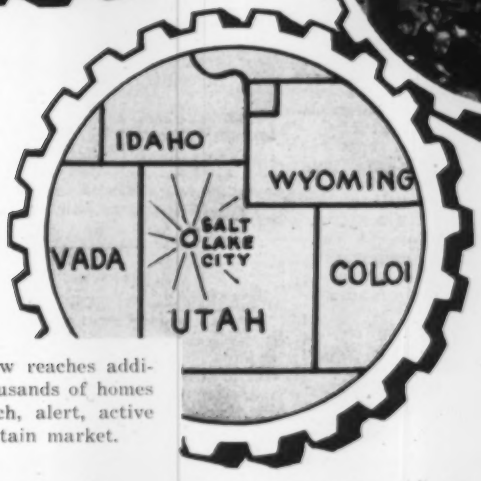
N.B.C. RED NETWORK

KDYL

Now 5000 WATTS

KDYL's new transmitter building houses the most modern RCA facilities . . . up-to-the-minute broadcast equipment assuring strong, clear signals.

Typical of KDYL's showmanship are the six live audience shows weekly in this popular Salt Lake City radio playhouse. KDYL also broadcasts from five downtown theatres every week.



KDYL now reaches additional thousands of homes in the rich, alert, active intermountain market.

No expense or effort has been spared to make KDYL's broadcasting service the finest in the intermountain region. Increased power, coupled with long-standing undisputed leadership in radio showmanship, make KDYL more than ever the logical medium for sales-seeking advertisers.

Representatives: JOHN BLAIR & COMPANY

Chicago - New York - Detroit - San Francisco
Los Angeles - Seattle

WLW-WSAI Stiffen Policy; Dunville Named Sales Head

Excludes Certain Accounts; Jennings Resigns To Join Kastor; Biggar Rural Program Head

WITH THE appointment Aug. 22 of Robert E. Dunville as director of sales for WLW and WSAI by James D. Shouse, vice-president and general manager, it was learned that Robert G. Jennings, who had relinquished that post, will join the H. W. Kastor Adv. Agency in Chicago Sept. 6.

Appointment of Mr. Dunville, who has served as assistant to Mr. Shouse and as general manager of WSAI, came following Mr. Jennings' formal resignation. Mr. Dunville joined the Crosley organization Dec. 1 and first served as Mr. Shouse's assistant. He was at KMOX, St. Louis, as assistant general manager, having served there also under Mr. Shouse. He was formerly promotion manager of the Gardner Motor Co., St. Louis, later becoming its advertising manager.

New Account Policy

Mr. Jennings

Coincident with the new appointment, Mr. Shouse announced a revolutionary change in policy for the Crosley stations regarding acceptability of accounts. A number of accounts already have been cancelled and notification given others that contracts would not be renewed.

Mr. Dunville's initial undertaking, therefore, will be replacing several hundred thousand dollars worth of cancelled business according to Mr. Shouse.

No transcriptions will be accepted if the programs are available from NBC or Mutual, it was stated. If WLW time is not available when the original live talent shows are aired, the station will not accept the account or transcription to be broadcast at a later hour. This does not affect business available only through transcriptions, except for evening hours. In the future WLW will not accept transcriptions after 7 p. m. Until this policy became effective, about 22% of WLW's business was transcription. The new setup reduces that figure to about 12%.

Accounts offering articles for direct sales to listeners will not be accepted. Sample offers may be made by clients subject to WLW restrictions. Only bona fide offers will be accepted, however. Proprietary accounts will come in for careful scrutiny, according to Mr. Shouse. Accounts which the FCC has indicated might be acceptable to smaller stations but which might not be for larger ones will be rejected. Several proprietary accounts already have been notified of cancellation.

Religious and charitable programs will not be accepted as commercials. If such organizations have a message or program of sufficient public interest, time will be available without cost.

Mr. Dunville declared that while considerable business has been and will be cancelled, it has already developed that the drastic move will not materially affect WLW's revenue. Much of the business rejected has been replaced with new accounts, he said.

Four Years of Service

Mr. Jennings, son-in-law of Powel Crosley, president of the Crosley Radio Corp., has served the station in various capacities for the last four years. He has been a vice-president of the company for the last year and last January was made sales manager by Mr. Shouse.

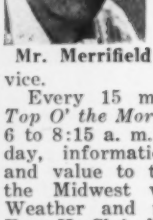
What Mr. Jennings' capacity will be with the Kastor Agency has not yet been disclosed. It was stated at Chicago headquarters, however, that he would join the agency shortly after Labor Day. It is presumed he will enter the radio department.

Appointment of a successor to Mr. Dunville as general manager of WSAI probably will be made shortly by Mr. Shouse. Meanwhile, Mr. Dunville will continue supervision over the regional sister-station of WLW.

In another move to bolster the rural service of WLW, Mr. Shouse announced Aug. 29 appointment of George D. Biggar, veteran program director of WLS, Chicago, to the Crosley executive staff, effective Sept. 12. Mr. Biggar, well-known in the industry, will devote his entire time to rural program service, including supervision of the Artists Bureau and the booking of WLW units.

Prior to joining WLS in 1924, Mr. Biggar was with Sears, Roebuck & Co., which formerly operated the station and is one of the veterans of American radio.

* * *



Mr. Merrifield

ALONG with the appointment of John F. Merrifield as Director of Agriculture for WLW, Mr. Shouse announced the 500 kw. station on Oct. 1 will inaugurate a comprehensive farm service.

Every 15 minutes during the *Top O' the Morning* program from 6 to 8:15 a. m., daily except Sunday, information of importance and value to the farm areas of the Midwest will be broadcast. Weather and market reports, Four-H Club lesson assignments, and Four-H Club news of Ohio, Indiana, Kentucky and West Virginia will be broadcast, he said.

Mr. Merrifield formerly was with the Agricultural Foundation of Sears Roebuck & Co. and WLS, Chicago. He will spend much of his time visiting Midwest farmers to get their viewpoint on current problems and issues. Between now and Oct. 1, when the new schedule gets underway, he will devote his time to assembling data for broadcasts. He attended Iowa State College at Ames, and graduated in 1932 with a degree in agricultural economics. After his graduation he joined Swift & Co. and remained in that post until a year ago when he came to Cincinnati to do special agricultural work.

HANDSHAKE of congratulations goes to Robert E. Dunville, left, from James D. Shouse, vice-president of the Crosley Radio Corporation in charge of broadcasting, upon his recent appointment as sales manager of WLW and WSAI, succeeding Robert G. Jennings, resigned.

WIL, Musicians Union End Lengthy Negotiation With Aug. 24 Agreement

AFTER five months of bargaining, WIL, St. Louis 100 watter, and the local musicians union on Aug. 24 came to terms regarding employment of staff musicians. The local union had demanded retention by the station of musicians for the handling of transcriptions and recordings outside the quota established under the agreement between AFM and the independent's committee, and this, in large measure, precipitated controversy.

WIL musicians were called out by the local July 13. The following week Edgar Shutz, commercial manager, and two members of the musicians local conferred in New York with Joseph Weber, American Federation of Musicians president. Mr. Weber, however, tossed the matter back into the lap of the local. The deadlock was still on when Lloyd Thomas, WROK, Rockford, chairman of the negotiating committee for independent stations, came to St. Louis Aug. 13 to try to iron out the difficulties.

President Weber again was brought into the situation by telephone and all parties involved finally agreed as to the amount of money to be spent by the station for musicians for the next two years. Union "platter-turners" were left out. After drawing up of a two-year contract, however, Mr. Shutz still refused to sign it until certain changes were made. The agreement, satisfactory both to the station and the Union, was reached Aug. 24, and the musicians returned to work the following day.

Polident Using 13

WERNET DENTAL MFG. Co., New York (Polident), has started a test campaign of participation in news programs on 12 Pacific Coast stations and a series of 100-word announcements on WPRO, Providence. Agency is Husband & Thomas, New York.

New Radio Section Headed by de Wolf

State Department Division Has Expanded Powers

FRANCIS C. de WOLF, State Department attorney, on Aug. 19 was named by Secretary of State Hull to head the Telecommunications Section of the newly established Division of International Communications of the State Department.

Mr. de Wolf, who has been the Treaty Division attorney in charge of all aspects of communications, including radio, takes over the same functions but with expanded powers under the new division. Harvey B. Otterman, chief assistant in the Treaty Division, becomes Mr. de Wolf's first assistant. Joseph T. Keating, another Treaty Division lawyer, also joins the new section.

In announcing establishment of the Division of International Communications Aug. 19, Secretary Hull named Thomas Burke, an officer of the Bureau of Foreign and Domestic Commerce of the Commerce Department, as its chief. Jesse E. Saugstad, a member of the State Department staff, was named assistant chief.

Growth of Activity

Setting up of the new division was authorized at the last session of Congress because of the rapidly increasing demands on the department growing out of expansion of communications generally. The new division under three separate sections, will handle telecommunication (radio, cable, telegraph and telephone communications), aviation and shipping.

In connection with telecommunications, the new division will keep hands off national matters but will take a "firmer hand" in international matters, it was indicated. It will coordinate its operations with the FCC, and the various military and civil departments having to do with any aspect of telecommunications.

Mr. deWolf, who has been delegate or technical advisor at international radio conferences held during the past decade, joined the State Department in 1922. In 1935 he was named to succeed Dr. Irvin Stewart in the Treaty Division when the latter was appointed a member of the FCC. Mr. Otterman was a delegate to the Inter-American Radio Conference in Havana last year and has been a technical advisor on other delegations. He likewise is an attorney. Mr. Keating has been in the Department for a number of years and has been attached to the Treaty Division for the last decade.

Penick & Ford Drive

PENICK & FORD Ltd., New York will use one-minute transcribed announcements in New England and one or two other sections of the country in a fall campaign for Vermont Maid syrup through J. Walter Thompson Co., New York. For its My-T-Fine Dessert it starts *The Mighty Show*, circus serial, on 11 CBS stations, Sept. 12, Mondays through Fridays, 5:45-6 p. m. (EDST), through BBDO, New York.

FIRST CLASS
Permit No. 1208-R
(Sec. 510 P. L. & R.)
Washington, D. C.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in The United States

—POSTAGE WILL BE PAID BY—

BROADCASTING MAGAZINE,
NATIONAL PRESS BLDG.,
WASHINGTON, D. C.

1939 YEARBOOK NUMBER Included . . .

Send me **BROADCASTING**
Broadcast Advertising

NAME

ADDRESS

FIRM TITLE

☐ CHECK ENCLOSED ☐ SEND BILL

★

SUBSCRIPTION RATES:

☐ 2 Years . $5
☐ 1 Year . . $3

31 X 21½ INCH RADIO OUTLINE MAP INCLUDED IN YEARBOOK NUMBER

XUM

WKY Sells *all three*

WKY reaches ALL the people in Oklahoma whose enthusiasm and co-operation you need to put your product across, once you put it in. The power of WKY to move merchandise is no mystery to Oklahoma jobbers and dealers . . . no vague, intangible statistic. WKY is a force they FEEL, an argument they understand. Generating this potent selling force for your product, your jobber and your dealers in Oklahoma is WKY's invariably predominant listening audience, the most important and most profitable portion of Oklahoma's active purchasing power. Jobbers, dealers, consumers . . . WKY sells all three.

Oklahoma City Jobbers Control Oklahoma's Wholesale Business

Oklahoma City, 43rd in the U. S. in population, is 31st in wholesale volume. Oklahoma City's wholesale food volume is more than six times that of any city in the state; 85% of the state's entire wholesale drug business is handled by Oklahoma City jobbers. WKY is the only station which gives Oklahoma's leading, most influential jobbers the selling support they can feel in their market.

WKY • OKLAHOMA CITY

REPRESENTATIVE—THE KATZ AGENCY, INC.

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY

Sponsors, Buyers Hear Market Plan

Carr Outlines Coverage Data At New York and Chicago

TWO of the largest groups of radio executives of advertising agencies ever assembled to witness a presentation for an individual station heard Eugene Carr, assistant manager of WGAR, Cleveland, present the story of the station and the market at luncheons in New York Aug. 18 and Chicago Aug. 23.

Mr. Carr

About 80 agency men listened to the graphic story of the Cleveland market and of WGAR's coverage at the luncheons. The unusual "auditions" were arranged by Edward Petry, president of Edward Petry & Co., station representatives for WGAR. It was estimated that the spot time placed by those present totaled between $9,000,000 and $10,000,000 annually.

More Information Needed

Mr. Carr said that the station believes time-buyers want more information about markets and audiences than stations usually supply; and added that a file-folder, incorporating and enlarging on his presentation will soon be mailed to the agency radio executives. The folder will contain graphs and charts on the population and the economic setup of the northeastern Ohio market; on WGAR's position in that market; on the service WGAR renders to its advertisers; and several success stories of those advertisers.

Guests at the New York luncheon included Richard G. Pratt, Chas. W. Hoyt Co.; G. C. Castleman, Bermingham, Castleman & Pierce; Tom Carson, Erwin, Wasey & Co.; Ed Krug, Arthur Kudner Inc.; John E. Wiley, Fuller & Smith & Ross; Gene Cogan, Paris & Peart; Harry Holcombe and Almon Taranto of Wm. Esty & Co.; Frank Silvernail and W. E. Steers, Pedlar & Ryan; Murray Carpenter and Wm. Maillefert, Compton Adv.; Al Moss, Peck Adv. Agency; Regina Schuebel, Biow Co.; C. E. Midgeley Jr., C. P. Newton and Eldon Hazard of BBDO; Charles S. Silver, Arthur Rosenberg Co.; Tyler Davis, Kenyon & Eckhardt; Richard Nicholls, Vick Chemical Co.; George Duram, Morse International; Fletcher Turner, J. M. Mathes; O. B. Bond, Joseph Katz Co.; Ed Stewart, Benton & Bowles; R. Bunbury, N. W. Ayer; Elizabeth Black and C. T. Ayres, Ruthrauff & Ryan; C. A. Snyder, J. Stirling Getchell; Harrietta Schweizer, Carter Coal Co.; James M. Nelson, Ralph H. Jones Co.; O. W. Schloss Jr. and F. H. Conrad, McMann-Erickson; Frank B. Sawdon, Frank B. Sawdon Co.; Mort Heineman and M. J. Kleinfeld, Franklin Bruck Adv. Corp.; Linnea Nelson, J. Walter Thompson; W. A. Forbes, Platt-Forbes; P. H. Gould, WFBR; and Edward Petry, Al Young, Carl Doty, H. Ringgold, Lawrence Field, Henry I. Christal and Tom Harker of Edward Petry & Co.

Attending the Chicago luncheon were Jack Laemmar, E. A. Palmer and R. P. Crane of Blackett-Sample-Hummert; Walter Schwimmer of Schwimmer & Scott; Richard Marvin of J. Walter Thompson Co.; K. A. Krentel, BBDO; Frank Steel, McJunkin Adv. Co.; Louis Nelson, Wade Adv. Co.; R. Stewart, Haan Tyler, Miss Caryl Johnson of John H. Dunham Co.; Miss Evelyn Stark, Hays MacFarland & Co.; Roy Dodge and Mrs. Pearl Hornburg, Albert Kircher & Co.; Hugh Raeger, First United Broadcasters; Hugo Vogel, Beaumont & Hohman; Jack North, Aubrey, Moore & Wallace; Ralph Cushing and V. M. Volino of Fred A. Robbins & Co.; Howard Hudson, Walter Kniffen and Bob Etienne of H. W. Kastor & Sons Adv. Co.; Miss June Rollinson, Russell M. Seeds & Co.; L. C. Paul, Frank Ferrin and Dave Dole of Henri, Hurst & McDonald; Clarence Byers and Frank Reed of Stack-Goble Adv. Agency; Bert Cavanaugh of Roche, Williams & Cunnyngham.; A. K. Bucholz and Walter Husted, Ruthrauff & Ryan Inc.; Holman Faust and Bert Faust of Mitchell-Faust Adv. Co.; John Tyson, Benson & Dall Inc.; Ogden Kniffin and Jack Price of Sherman K. Ellis & Co.; John Richardson, Sawyer Biscuit Co.; Nate Perlstein and Philip Morris Jr. of Morris-Schenker-Roth; Merrill Blackburn, Critchfield & Co.; Miss Holly Shively and Miss Rena Nelson of Lord & Thomas.

Kellogg May Use Net

KELLOGG Co., Battle Creek, Mich. (corn flakes), may use a network program this fall, it is understood from reliable sources. The transcription series on 48 stations [BROADCASTING, July 15] used to promote Kellogg's All-American Baseball Contest was cancelled after five weeks, but spot announcements plugging the contest have been continued on more than 50 stations broadcasting baseball under Kellogg sponsorship. J. Walter Thompson Co., Chicago, is agency.

TWONGUE TISTER
In Canada Recalls Recent Errata Resume

KEN SOBLE, manager of CHML, Hamilton, became "Sister Moble" when Milton Allison of Plainfield, Ind., vacationing in Toronto, appeared on Soble's Sunday, Aug. 21, amateur program, became excited, and answered Soble's "Are you going to do some impersonations for us?" with "Yes, Sister Moble" instead of "Yes, Mister Soble". Soble retorted with: "That is like some of the tongue twisters you read about in BROADCASTING," referring to an article in Aug. 15 issue. Soble has been "Sister Moble" to the industry in Canada ever since.

Incidentally Soble's amateur program starts its fourth year on August 28, and has grown from a one-station presentation to a sponsored program of the Royal Canadian Tobacco Co., Toronto, now going over CKCL, Toronto; CFRB, Toronto; CKCO, Ottawa; CFRC, Kingston; CFCF, Montreal, and extended Sept. 25 to CFPL, London; CFCO, Chatham; CKLW, Windsor; CFCH, North Bay; CKSO, Sudbury; CJKL, Kirkland Lake; CKGB, Timmins; CFLC, Prescott, and CHML, Hamilton.

New Molle Show

CUMMER PRODUCTS Co., Bedford, O., on Sept. 20 will start for Molle shaving cream a new audience participation program, *Battle of the Sexes*, featuring Frank Crumit and Julia Sanderson. Replacing the Parks Johnson-Wally Butterworth *Vox Pop* show, which shifts Oct. 1 to Kentucky Club tobacco on NBC-Red, the new program presents a battle of wits between men and women competing for cash prizes. The program, to be heard Tuesdays, 9-9:30 p. m. (EDST), on NBC-Red, was placed by Stack-Goble Adv. Agency, Chigo.

Elliott Roosevelt Slated to Conduct Opening of New Texas State Network

AN ELABORATE dedicatory program, with Elliott Roosevelt probably to act as master of ceremonies, will launch the newly formed Texas State Network Sept. 15, when the state hookup will tie into Mutual Broadcasting System. It will be a double-barrelled event, since MBS observes its fourth anniversary on that date.

A four-hour broadcast, with programs originating from New York, Washington, Chicago, Fort Worth and Los Angeles, will mark the inaugural. The addition of the 23-station Texas group will give MBS a 107 station network from coast-to-coast.

Mr. Roosevelt, president of the Texas Network as well as executive head of Hearst Radio Inc., announced the chain will offer a consolidated program of 17 hours of broadcasting daily. AT&T Class A lines have been contracted and programs will be originated from Fort Worth through KFJZ, Roosevelt-operated station, or KTAT and WRR, Dallas. General offices are in the Trinity Life Bldg., Fort Worth, with business offices in New York, Detroit, and Chicago.

Neal Barrett, vice-president of Hearst Radio and general manager of KOMA, Oklahoma City, has moved to Fort Worth and is executive vice-president of TSN. H. A. Hutchinson, manager of KFJZ, is general manager of the new network.

In addition to the MBS programs, purely state features will be originated for the Texas Network, according to Mr. Roosevelt, the majority from KFJZ. He said the network will seek to service Texas smaller stations with features covering the whole field of education, entertainment and news. A news contract has been entered into with UP.

In the new Fort Worth outlet there will be five major studios for network operations with an additional unit to be completed after November 1. Stations in the network are: KRBC, Abilene; KGNC, Amarillo; KNOW, Austin; KRIC, Beaumont; KBST, Big Springs; KRIS, Corpus Christi; KAND, Corsicana; WRR, Dallas; KFJZ and KTAT, Fort Worth; KLUF, Galveston; KXYZ, Houston; KFRO, Longview; KFYO, Lubbock; KPLT, Paris; KGKL, San Angelo; KABC, San Antonio; KRRV, Sherman; KTEM, Temple; KCMC, Texarkana; KGKB, Tyler; WACO, Waco, and KRGV, Weslaco.

Ford Hour Leads In Name Response

Hooper Measures Sponsor Recognition by Listeners

ABILITY of radio advertisers to impress their product names upon listeners is measured in C. E. Hooper's semi-annual summary of findings on evening radio programs. Ford *Sunday Evening Hour* is high, with 96.4% of its listeners able to identify the product advertised, while others run as low as 40%. Other highs are *Lux Radio Theatre*, 95.9; Lucky Strike *Hit Parade*, 95; Philip Morris' *Russ Morgan*, 94.9; Lucky Strike's *Melody Puzzles*, 93.3; Jell-O's *Jack Benny*, 91.8; *Cities Service Concert*, 90.8; Molle's *Sidewalk Interviews*, 88.6; *Chase & Sanborn Hour*, 88.2; *Voice of Firestone*, 84.5; *Vick Open House*, 80.9.

Covering the period January-June, 1938, and based on nearly 500,000 coincidental telephone calls, the survey of evening programs finds Charlie McCarthy in first place with an average listening audience of 35.4% of radio homes interviewed, and Jack Benny second with 30.4%. *Lux Theatre* and *Kraft Music Hall* are next, nearly tied at about 25%.

For the first time the Hooper report includes two new sections, in which records made by programs are shown in detail and are shown in averages by nine different commodity groupings and by nine types of entertainment. These latter are comedy-variety, variety, non-serial drama, serial drama, specialties, symphony-semiclassical music, dance orchestras, commentators, miscellaneous. The product group averages show a range of popularity from a high of 16.6% to a low of 6.6%, and in entertainment types, from 19.2% to 4.6%.

During the week ending Aug. 13, Hooper reports average radio sets in operation during evening hours was 18.2%; this compares with 17.6% for the corresponding week one year ago, which marked the low point of listening for 1937, and with 21.0% for the week ending July 23, 1938.

National Funding Spot

NATIONAL FUNDING Corp., Los Angeles (finance), which devotes 65% of its advertising budget to radio, will use more than 36,000 spot and time signal announcements during the coming year on California stations, having renewed its schedule for 52 weeks effective Aug. 15. Firm will continue to use from 1 to 10 spots or time signal announcements daily on KFRC, KHJ, KGB, KFSD, KGFJ, KFI, KFWB, KFOX, KMJ, KERN, KPMC, KLS, KROW, KMPC, KEHE, KFAC. Other stations will be added to the list. Smith & Bull Adv., Los Angeles, has account.

Benchley for Old Gold

P. LORILLARD Co., New York, (Old Gold cigarettes), will use a 60-station CBS network for a show featuring Robert Benchley, to start Nov. 20. The program, to be heard Sunday evenings, 10-10:30 p. m., will also have a name orchestra, which has not been selected. Agency is Lennen & Mitchell, New York.

KSFOCUS

SUPERLATIVES come easily to the visitor to the new KSFO studios, formally dedicated August 12 and housed in their own new structure adjoining San Francisco's historic Palace Hotel.

They complete the picture begun a few brief months ago with the opening of the great, new 5,000-watt transmitter on the shores of San Francisco Bay, to render a broadcasting entente worthy of KSFO-CBS leadership in Northern California and clearly contributing to it.

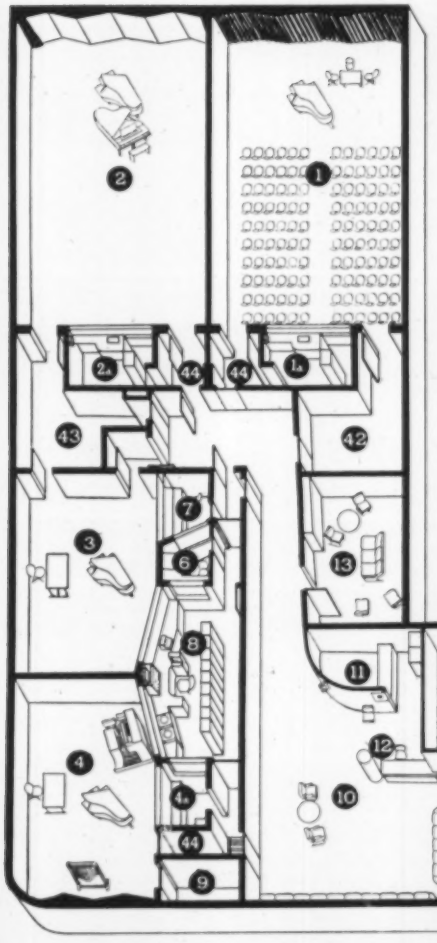
KSFO

"THE AUDIENCE STATION"

SAN FRANCISCO

KSFO...Palace Hotel...San Francisco
560 KC...5000W day...1000W night
PHILIP G. LASKY, General Manager
National Representative:
FREE & PETERS, Incorporated
COLUMBIA BROADCASTING SYSTEM

PHOTOGRAPHIC HIGHLIGHTS
. . . can only try to tell the story of these new studios, in many ways the most modern in America.



THESE SPACIOUS STUDIOS REFLECT KSFO'S LEADERSHIP IN NORTHERN CALIFORNIA

Key to Photos and Main Floor Plan, KSFO Studios
(Photo numbers at right)

1, 2, Double Height Studios, 1 1a, 2a, 3a, 4a, 5a, Control Rooms, 7
3, Studio
4, Organ Studio, 5
5, Audition Room, 6
6, Transcription Studio, 8
7, Press Studio
8, Master Control Room, 2
9, Echo Chamber
10, Lobby, 4
11, Check Room
12, Receptionist, 4
13, Musicians' Lounge
14, Switchboards
15, Stairs
16, Elevator
17-33, Offices
34-41, Second Floor, not shown
42, Storage
43, Sound Effects
44, Sound Locks
Emergency Power, 3

● We could go into detail, if we had more space, about two floors of square feet, sound locks, suspended studios, emergency power and things like that, but the important thing is perfection of reproduction. Here, perhaps better than anywhere else, the whole tonal range is given its proportionate values. And electrical transcriptions are broadcast from their own vibrationless, sound-locked studio. We hope you'll see these new KSFO studios. But see them or not, we know you can use them for intensive spot or network coverage of Northern California at lowest cost per listener.

ONE OF AMERICA'S MOST MODERN STUDIOS

(MAIN FLOOR PLAN)

Recreator Draws Salesroom Mobs, And Sells Autos

Ticker Drama a Drawing Card For Beverly Hills Dealer

By FRANK BULL
Smith & Bull Advertising, Los Angeles

OFTEN a radio station effectively demonstrates to an advertiser, through mail response and other proved formulae, the listener's interest in its program. But here's an instance where both the station and the advertiser got an unusually dramatic demonstration.

For two years KMPC, Beverly Hills, Cal., has been recreating and broadcasting exclusively on the West Coast, the major league baseball games, receiving its information via Western Union wire reports direct from the playing fields in the East. From the beginning these games caught in a big way and two coincidental surveys showed an audience as high as 32%. It was a good bet for a sponsor.

Was Anyone Interested?

At the beginning of the 1938 season Marshall & Clampett, Los Angeles, De Soto and Plymouth dealer, took over sponsorship of these broadcasts. After about a month of broadcasting, the sponsor and station decided to put on a test that would satisfy their curiosity as to just how much real interest there was in these recreated games. The upshot was that the games were broadcast for one week from the downtown showroom of Marshall & Clampett instead of from the KMPC studios. The listening audience was invited to visit the showroom and see Hal Berger, KMPC sports announcer, recreate a ball game from a piece of paper. The transfer of the broadcast from the studios to the showroom was publicized over KMPC on the regular program the preceding week.

Mr. Bull

Meanwhile the sponsor cleared the showroom of all cars and replaced them with 800 chairs for the anticipated audience. The showroom windows were decorated and a public address system installed in the store. A platform with a desk and a table for sound effects was provided for Berger, the announcer. The stage was set. But frankly, neither the sponsor, station, nor this agency knew whether a broadcast of this type would draw an audience, particularly when one man at a desk, with a piece of paper in his hand, had to carry the whole show, minus all of the usual attractions that accompany a studio audience broadcast.

We didn't figure on the powerful hold that big-league baseball and Hal Berger have on the fans of Southern California — and the curiosity that had been aroused as to how he recreated these games. The broadcast was set for 1:30 p. m., and at 12 noon the first day the 800 seats were occupied. By game time another 150 men and women had crowded into the room, occupying every inch of standing room. Several hundred persons were turned away. Each succeeding day saw the crowds increasing. On the last day 1,100 persons packed the showroom and more than 500 were turned away. Each day before the game, a quarter-hour was devoted to interviews over the air of sports celebrities in Los Angeles. Included were stars of baseball, tennis, automobile racing and the ring, with radio and film personalities as special guests throughout the week. To create the general atmosphere of a baseball game, peanuts and pop were supplied free to those attending. The payoff is reflected in the box score:

Total five-day attendance	4,800
Total cars sold	12

During the week following the showroom broadcasts, Marshall & Clampett received 2,837 letters commenting on the recreation. This provided the sponsor with a good mailing list and each writer was sent a booklet containing interesting baseball information. In the back of each booklet were three self-addressed postal card coupons. With it was an offer of a commission to anyone who would return the card with the name and address of a prospective automobile buyer. If the prospect was sold in 60 days the writer received a cash commission. The idea caught on immediately. Within a week 26 cards were returned. From these 12 cars were sold. As a result of this valuable mailing list salesmen of the firm are still selling cars. So pleased and satisfied is the sponsor, a seasonal user of radio, that radio will be used on a year-round basis. And so radio scores another big victory —a more enthusiastic audience, a tremendously happy sponsor and for the station, the compensation of a job well done.

SPECTATORS watching Hal Berger, KMPC, Beverly Hills, Cal., sports announcer, re-create a big league baseball game in showroom of sponsoring auto dealer, who was pleasantly surprised when sales jumped.

Quaker Installs Lines

AFTER two years of operation on a "tailor-made" basis, the Quaker Network, comprising 17 Pennsylvania stations keyed from WFIL, Philadelphia, on Sept. 1 begins operating with full time telephone lines, according to Roger W. Clipp, co-ordinator of the network and business manager of WFIL. Under tentative plans WFIL will feed several hours of sustaining service to the chain beginning Sept. 10. On that date, the network is expected to broadcast the opening gun of the new political compaign in the Keystone state. Some 100 political broadcasts tentatively are scheduled over the network before the November elections.

HOWARD PILL, WSFA, BUYS BASEBALL CLUB

ANOTHER radio executive entered the ranks of the baseball magnates when Howard E. Pill, general manager of WSFA, Montgomery, Ala., in August was elected president of the Montgomery Bombers of the Southeastern League. Mr. Pill headed a group purchasing the club outright. Other officers are William H. LeGrand Jr., vice-president; Cliff Green, treasurer; Gordon Persons, WSFA president, and Sam Durden, directors.

Several months ago the Birmingham Bears club of the Southern League was purchased by Thad Holt, chief owner of WAPI, Birmingham. The Cincinnati Reds have been owned for several years by Powel Crosley Jr., operator of WLW and WSAI, Cincinnati. The Detroit Lions pro football club is owned chiefly by G. A. (Dick) Richards, president of WJR, Detroit, and WGAR, Cleveland, and owner of KMPC, Beverly Hills, Cal.

Credit Firm Placing

COMMERCIAL CREDIT Co., Baltimore, has started a series of quarter-hour transcriptions, heard Sunday mornings, titled *It Happened So Quick*. The programs are dramatizations of motor accidents, and on each station a local traffic commissioner gives a cut-in safety talk. A partial list of stations being used, through O'Dea, Sheldon & Canaday, New York, follows: WSM KSL WTMJ WCSH WJAR WIS WPTF WBT KSTP KSOO KTHS WOR WHAM KIDO WJR WDRC WICC WJAX KFYR KOH KGHL WJSV WFLA WIOD KVOO KMOX WDAF KOMO KHQ KOB WJDX KOY WCAU WCAE WFBL WOKO KLZ KVOR WEEI KSFO KFBK KFI WFEA KGW WOAI WFAA.

P & G's 13 on NBC

PROCTER & GAMBLE Co., Cincinnati, has scheduled *Life Can Be Beautiful*, for Ivory soap, and *Houseboat Hannah*, for Lava, to start on the NBC networks during September. The addition of these two five-day-a-week serials brings P & G's total on NBC to 13 quarter-hour shows, or 67 quarter-hours weekly. Agencies are Compton Adv., New York, and Blackett-Sample-Hummert, Chicago, respectively.

Private Operators Lauded by Murray

Says Stations Are Important Part of Canadian Radio

By JAMES MONTAGNES

"PRIVATE radio stations that are doing good jobs in their communities, and there are lots of them, are an important part of the pattern of Canadian broadcasting," Gladstone Murray, general manager of the government-owned Canadian Broadcasting Corp., told listeners in Canada over a coast-to-coast network Aug. 17, from Halifax, on the CBC *Chatting With the Listener* programs. He also reported the activities in the building of the two new 50,000 watt transmitters, CBA, Sackville, N. B., and CBK, near Saskatoon.

Continuing the discussion about private stations, he said:

"Related to the subject of the high-power chain is a question I am being asked. What will be the fate of the privately-owned stations, many of which have been real pioneers in radio? Indeed, it has been suggested to me that the CBC is inspired by a ruthless determination to extinguish these stations. When I now define the position accurately, I am merely restating the policy laid down by the board of governors.

Friendly Relations

"Private stations reflect and encourage local interests in a way impossible for CBC stations. Moreover, they provide, or should provide, alternative programs, and the valuable stimulus of competition. Again, private stations are being invited to cooperate in enriching the whole Canadian program tradition."

Mr. Murray referred to increased exchanges between the CBC executives and those of the BBC, and that plans are now under way for similar exchanges with radio executives of Australia, New Zealand, South Africa and India. "Relations with United States broadcasters are increasingly cordial," he stated. "Perhaps the best sign of this is the growing appetite of all three chains, NBC, CBS and Mutual for more CBC programs on their networks. We are so actively in touch with the headquarters of the three chief American networks and their principal subsidiaries, that there is already in existence a kind of unofficial program board for North America. Plans are in hand . . . for a series of programs to be titled *The Pageant of States and Provinces.*"

'Today's Best Buys'

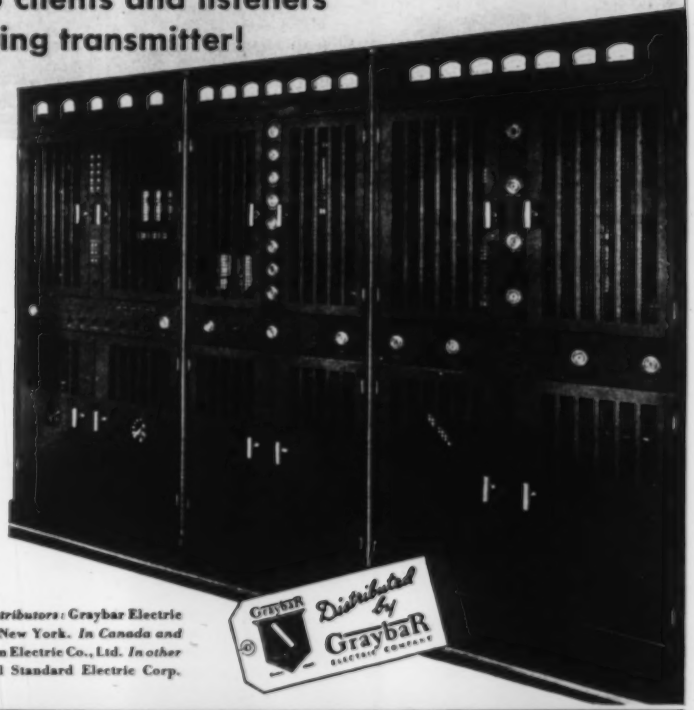
FOLGER COFFEE Co., San Francisco (coffee), after sponsoring the five-weekly five-minute *Today's Best Buys* on KFBK, Sacramento and KWG, Stockton, for several weeks in a test, on Sept. 15 will expand the list to include 13 or more West Coast stations through Raymond R. Morgan Co., Hollywood agency handling the account. List includes KNX KSFO KFPY KGB KDYL KIEM KOY KGHL KQW KFBK KMJ KFJI KOIN.

NORMAN BROKENSHIRE, recently heard on a noon program on WOR, Newark, began a Sunday quarter-hour, 7:45-8 p. m. (EDST) Aug. 28 on that station, featuring an Hawaiian orchestra.

You can get it NOW!

Western Electric's new 5KW –with the Doherty Circuit–is ready for immediate delivery

Improve your service to clients and listeners with this pace-setting transmitter!



ASK YOUR ENGINEER about these outstanding features:

Doherty Circuit increases power amplifier efficiency more than 100%, from the usual 30% to over 60%, requiring less primary power and greatly reducing operating costs . . . improved stabilized feed-back circuit . . . engineered to permit increase to 10KW, 50KW or 500KW by adding standardized apparatus.

For details, write the Distributors: Graybar Electric Co., Graybar Building, New York. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

Jansen Leaves KVI Post To Head KGU, Honolulu

EDWARD JANSEN, commercial manager of KVI, Tacoma, has resigned to accept the post of sales and production director of KGU, Honolulu. He sails shortly after Sept. 1 with his wife and 8-month-old daughter to take up his new duties. Now 32, Jansen began with KVI as a part-time announcer in 1929 under the late E. M. Doernbecher, whose daughter, Mrs. Vernice Boulianne, now manages the station. Previously he was an actor, but in 1928 he was stricken with infantile paralysis while playing the rabbi in "Abie's Irish Rose." Upon his partial recovery, he joined KVI and became one of the Northwest's most popular announcers and later one of Tacoma's most enterprising young business men. His resignation was the occasion of a tribute of several columns in the *Tacoma News-Tribune*.

Mr. Jansen

WHO Hearing Ordered

THE APPLICATION of WHO, Des Moines, for special experimental authority to increase its power from 50,000 to 500,000 watts, or equivalent to that used by WLW and under similar terms, was designated for hearing without date by the FCC Aug. 23. Because the whole issue of experimental high-power is involved in the WLW case heard before the so-called Super-power Committee of the FCC in July, it is not expected that the actual hearing date on the WHO application will be set until it adjudicates the Crosley case. The WHO application was designated for hearing before the FCC, rather than an examiner. Best estimates are that the Commission will not decide the WLW case finally for several months — perhaps a half year.

New Plant for KRLD

INVOLVING an expenditure of more than $100,000, KRLD, Dallas, is installing entirely new transmitting equipment and plans to begin operating with the new facilities in November. A W-E 10,000-watt transmitter has been purchased, with all connections for increasing its output to 50,000 watts, along with a 465-foot Blaw-Knox guyed vertical radiator. A transmitter house, with sleeping and housekeeping quarters, is being constructed approximately 12 miles from the city limits, under direct supervision of Tom C. Gooch, KRLD president, and executive head of the *Dallas Times-Herald*. Technical work is being supervised by Roy M. Flynn, KRLD chief engineer.

Pine Balm Scheduling

DR. W. B. CALDWELL, Monticello, Ill. (Pine Balm cough remedy), will soon start a spot announcement series on an undetermined group of stations. Kelly, Stuhlman & Zahrndt, St. Louis, is agency.

Guestitorial

SHOULD COMMENTATORS BE OPINIONATED?

By HARRY W. FLANNERY
News Commentator
KMOX, St. Louis

"THIS PROGRAM has been presented unseen and unheard by the sponsor until after broadcast. All of the opinions expressed in it are strictly those of the commentator, and not necessarily those of the sponsor, nor is the sponsor responsible for them."

Radio listeners are familiar with sentences like that introducing and concluding programs of comment on the news, the motion pictures and other topics of the day. People in radio also know that many commentators have been forbidden to discuss such issues as labor and capital, politics and even certain personalities of the day, and that the products of one famous commentator's sponsor were even boycotted by a group because of remarks made about that group.

Should a news commentator give his own opinions honestly and vigorously? Should he speak out on the political, social and other issues of the day?

I say, "No."

I say, "No," despite the fact that I am a news commentator who has been on the air for six years, making his own most violent attacks, until the last two years, on one issue and personality after another.

I say "No," because of my experience in the past and because I have come to realize that an opinionated news commentation is not necessary and that, after all, I am not on the air as a crusader to set the world right, nor as a sage sent forth to save the world with my wisdom. I am on the air to sell a product.

Once upon a time, I thought a news comment program had to bristle with opinion, that it would not attract any attention and would be as unsavory as dish water unless spiced with the pepper of fearless statement. The mail that resulted from following out this idea made me even more firm in my belief. Many people, of course, objected to what I said, but there were always more who, it happened, applauded me for my courage in setting the ignorant and the sinful upon the right paths. I was a "little man with big stuff."

My sponsors were kind souls, too. They looked at the mail and remarked, "That means they're listening. And what's more, the people who complain about what's said will tell other people and they'll all listen to hear what you say next."

But though the sponsors were generously minded, reading letters from people who didn't like the program began to have its effect on me. Some of them, I must admit, even made me feel that I might be mistaken on some issues. After all, I began to feel, I'd have to be a wise person indeed to know enough to form the one and only right opinion on political issues that men have studied for years, on social problems that have been debated for centuries and on economic matters that have yet to be solved.

Maybe, after all, I wasn't so smart.

Sarcastic Westbrook Pegler put the case well. He wrote an article about "the deep-thinking, hair-trigger columnist or commentator who knows all the answers offhand and can settle great affairs with absolute finality three or even six days a week. . . . The intellectual landmarks . . . who know economics, the Constitution, law, politics, war, history, the CIO and the AFL, housing, international relations, birth control, the infield fly rule, Fascism, Communism, Nazism, inflation, agriculture and phrenology."

Even though my sponsors were considerate, the letters had pricked my balloon of self importance and sent me crashing to the good old solid ground. They made me think.

Now I know there are many who talk about the freedom of speech, of individual liberty and of the necessity of maintaining the fundamentals of democracy. That's all right—for them, but not for me. That's all very well, but my job is not to evangelize the world, not to be the Billy Sunday or Aimee McPherson of news commentators, but to sell my sponsor's product.

For instance, there was the remark made by one complaining listener. It was typical, too.

"If your meat is as rotten as your commentator," he wrote, "I don't want any of it."

That was one man among the many offended today. There were the piles of letters from others who had complained in the days gone by. Eventually, it appeared, I would, in my bold march of opinion, step on the toes of every possible customer of my sponsor, and—well, I wouldn't be on the air at all then.

But how could I construct a worthwhile program of news comment without opinion? That was my problem. For some time I thought no one would care for a program of this kind without opinions and that if I therefore had no listeners, there would be no one on the other end to influence toward my product. I could, of course, present a news program, stating the facts only, but I was supposed to be a news commentator, not a newscaster.

Finally there came the obvious realization that there are two sides to every question. My business therefore was to study each issue as thoroughly as possible and then present the arguments both pro and con. I could state each with as much fire as ever and leave it to the listener to form his own opinion. Thus I would compliment the listener, instead of antagonizing him and, since I would always state his side of the case, I might gain a reputation for being fair and honest and win a following who believed my commercial arguments as well as my news comments.

For two years, I have dropped the banner of the crusader and taken up the task of making the news picture clear and to try to make its personalities live. Now and then, when my talks with friends and articles in the newspapers and magazines arouse me, I am sorely tempted to speak out and set the world aright once more. I am moved to take advantage of the fact that my copy has never, in six years, been censored by anyone and that my sponsors never apologize for my opinions by one of those "disclaimer" statements. But, when the luring finger beckons, I think over this argument I've made here today and tell myself that my duty is to stick to the straight and narrow path that leads to the most sales for my sponsor's product.

Or, on second thought, does it? After all, this is my side of this issue only. Certainly there's plenty to be said against my stand . . . and maybe I'm wrong again.

M—m—mh.

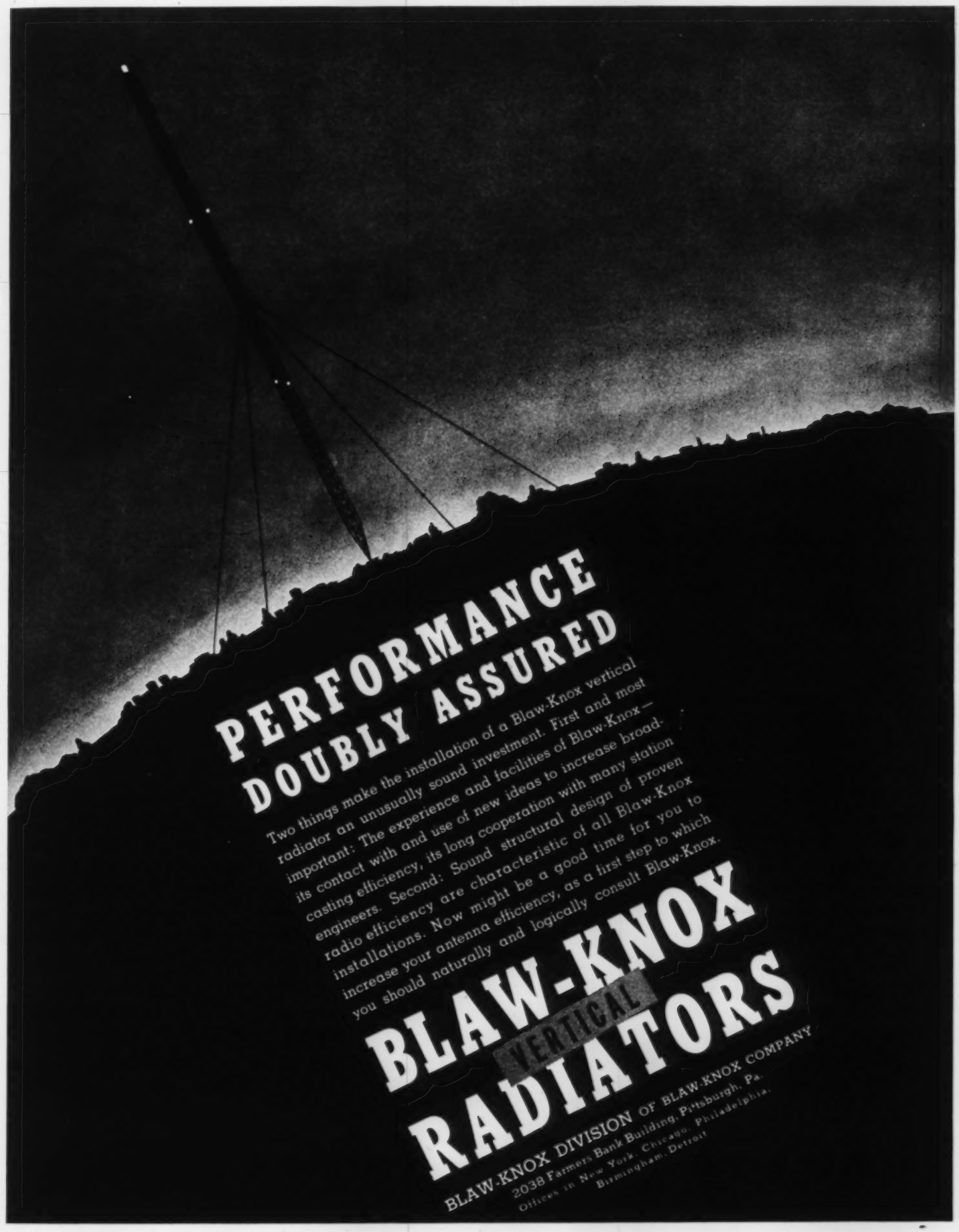
But this time I'm not selling any meat, beer, breakfast food, tomato juice or dog food, and perish the doubt therefore. Today, I can, for once, speak out in biased argument. Today I can hew to the line, let the chips fall where they may.

ALL-PURPOSE index is the program board devised for KVOO, Tulsa, by Ken Miller, news editor and assistant to William B. Way, general manager. Improvised to provide a standardized system of program indexing the Miller method makes possible an instantaneous check on commercials, sustainings, contract durations, talent and all other data on the station's programming and sales operations.

Some 3,500 individual cards are required to keep a program schedule for one week. The board contains about 1,200 individual card pockets, with a minimum of three cards in each. One contains the name of the program, starting date, length of contract, time of broadcast; another shows similar data for NBC-Red programs; a third, for NBC-Blue being fed at that time, and possibly another covering local fill-in, if required. Shown in the picture is Ruth Dickens, assistant in KVOO's traffic department.

Dickering for KGY

NEGOTIATIONS are in progress for the sale of KGY, Olympia, Wash., to interests headed by J. Elroy McCaw, manager and part owner of KELA, Centralia, Wash. The purchase price is reported to be $25,000, but the deal has not yet been closed. Owners of KGY, a 100-watt outlet, are Louis Wasmer, operator of KGA and KHQ, Spokane, and Archie Taft, operator of KOL, Washington. Mr. Taft recently purchased 30% interest in KRKO, Everett, Wash.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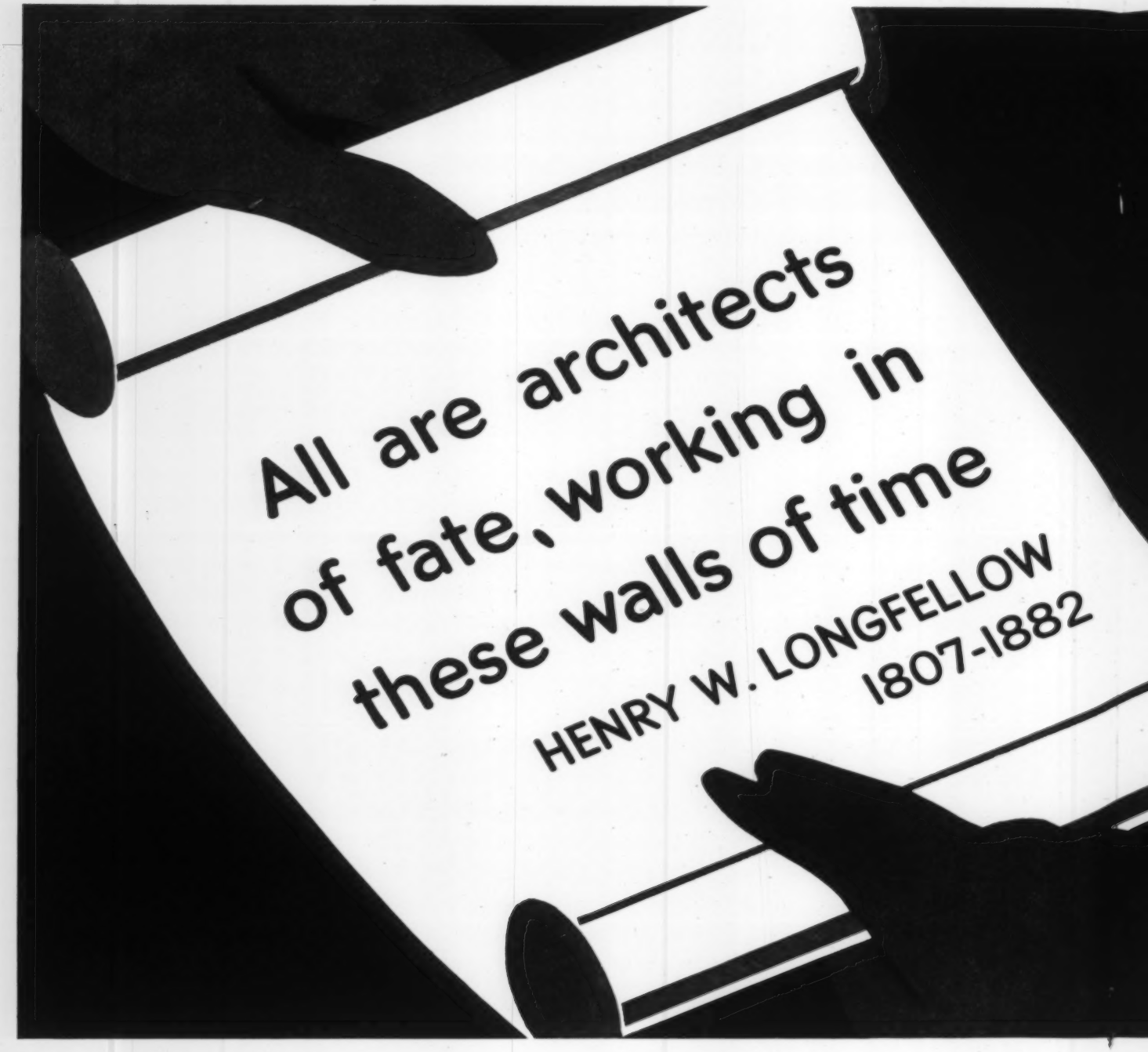

Certainly advertising men often shape the fate of
the last decade they have worked more and mo
have made more and more use of Spot Broadcas
than any other type of radio. ● We suggest that
cessful spot broadcasters use these stations...and t

e fate of the manufacturer's branded merchandise. ● In
and more within the walls of time...radio time. ● They
roadcasting time, thereby increasing its volume faster
est that it is more than a coincidence that the most suc-
s...and that the fates seem always kind to their products!

WSB	Atlanta	NBC
WAGA	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WEBR	Buffalo	NBC
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Minneapolis-St.Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WHN	New York	NBC
WTAR	Norfolk	NBC
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
WRTD	Richmond, Va.	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

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CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● PAUL BRINES
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Made to Order

EVERYONE in radio should welcome the action of NAB President Miller in seeking a Federal Monopoly Committee inquiry into ASCAP. For a quarter-century, motion picture exhibitors and producers (until they bought into the music publishing field), hotels, taverns, dance halls and even bootblack parlors and barber shops, have complained about ASCAP's arbitrary demands for tribute and its questionable tactics. Radio added its voice about a decade back when ASCAP began to intensify its drive, the industry becoming its chief source of revenue to the tune of about $5,500,000 annually.

ASCAP has managed to get just about what it has demanded because of the provision of law which leaves the courts no discretion but makes mandatory the assessment of a $250 fine for innocent infringement of a copyrighted musical composition. That has been ASCAP's chief legal weapon; it has backed it up with as adroit and skillful a lobby or public relations organization as any industry boasts.

Certainly it is within the province of the joint legislative-departmental committee to inquire into all phases of ASCAP's operations. The committee's function is to recommend legislation to ameliorate monopolistic situations or tendencies. And it has an antiquated, quarter-century old copyright law to deal with when it comes to the music situation.

We trust the committee, on the basis of Mr. Miller's plea and information available to it on ASCAP's background, will make this study one of its first orders of business this fall.

Network and Net Profit

WHATEVER the arguments to the contrary, there is much to be said in favor of the basic plan of Independent Radio Network Affiliates for a policy-partnership with the networks. After all, the networks are only as strong as their outlets. Conversely, American radio could not have attained its present commanding stature, and the network outlets their importance to the community and the nation, were it not for the spadework, leadership and resourcefulness of NBC and CBS and the men who have guided their destinies, and, later, the appearance of MBS as a full-fledged chain.

It would be dodging the fact if it were not pointed out that IRNA, now permanently set up, is using to advantage the scheduled network-monopoly investigation to reconcile certain differences with the networks. Yet, some affiliates have justifiable complaint about chain procedure. Copyright clearance is a case in point. Affiliates have the right to participate in policy determinations by the networks when they have no control over the programs fed them, though held responsible under the law. There is much to be said for responsibility at the source for all program material.

And equally significant is the question of network commercials. Affiliates, we believe, have the right to counsel with the networks on the kind of commercials scheduled, on station-break spots, and on other advertiser demands. If affiliates are in agreement with the networks on sound advertising and trade practice policies, the sponsors and their agencies won't attempt arbitrary or roughshod tactics.

Network broadcasting goes back only to 1926. It has grown with amazing swiftness, as has broadcasting itself. The FCC inquiry can result in accomplishment or failure, depending upon the manner in which the industry conducts itself and the attitude taken by the Commission. The industry—and that means affiliates plus networks plus independents—must not regard the forthcoming proceedings as a field day in which to troop out all grievances. The FCC is not (or at least should not be) interested in individual controversies peculiar to a particular station on a particular network. It is interested in broad industry policies, competitive practices and program services, which converge to make a showing of best possible public service.

Individual station contracts with the networks obviously must be left to individual negotiation. Such factors as the importance of the station to the network and of the market to the advertiser must be taken into account, and there is no pattern that fits all affiliates. On matters of basic program and commercial policy, however, IRNA should be able to work in complete harmony with the networks for the entire group of network affiliated stations. And in this sphere, MBS figures along with NBC and CBS, because industry policies should be uniform all down the line.

IRNA has entrusted its affairs to an able group of men. It was perhaps an oversight that there is no 100-watt station man on the executive committee, though two of the members have locals as well as regionals. The committee appears to have the right approach. We believe it can be depended upon to avoid the pitfalls that might develop in its zeal to work out the most favorable arrangements with the networks preparatory to stating its definite position in the inquiry.

The RADIO BOOK SHELF

SAID to be the first book whose central character is a girl in an advertising agency, the novel *My Sister Eileen* has just been published by Harcourt, Brace & Co., New York. The girl is Eileen McKenny, secretary to George Bijur, president of George Bijur Inc., New York agency headed by the former sales promotion director of CBS. The author is Ruth McKenny, who on Aug. 26 was guest on Cal Tinney's *If I Had the Chance* program on NBC-Blue.

SPEECHES of religious and broadcast industry leaders at the banquet celebrating the fifteenth anniversary of National Religious Radio, held May 23 in New York have been published under the title *The Church in the Sky* by the Federal Council of the Churches of Christ in America, New York.

AFM's New Spree

AFTER MANY months of trying negotiations, broadcasters got together with the American Federation of Musicians on reemployment of unemployed musicians. For AFM it was a favorable deal; on the part of most stations, large concessions were made, particularly when the unemployment problem was not of radio's making.

Out of the arduous dickerings came definite commitments. One of these was that when contracts were consummated, there would be no penalties or restrictions placed upon transcriptions and recordings. Transcribers who sat in with Joseph N. Weber, AFM president, are authority for the statement that there would be no reprisals.

Like a bolt out of the blue, AFM has proclaimed a 250% increase in scale for musicians employed by transcribers, effective Sept. 15. Transcribers call it a breach of faith. They say it will result in prohibitive manufacturing costs. Some producers may be forced out of business. If invoked, the new scale inevitably would compel increases in prices to advertisers for tailor-made campaigns and boosts in costs to broadcasters for library services—that is, if the present quality and size of orchestras were maintained. Spot radio would be placed in an unfortunate competitive vise.

Obviously, higher costs would have a depressing effect on spot campaigns. Moreover, higher costs would unquestionably result in use of smaller orchestras both for advertisers with fixed budgets and for library services. It is rather difficult to reconcile this with the AFM position of alleviating unemployment and of spreading work. If transcribers decided to spend the same amount for fewer musicians, it would tend only to aggravate the purported unemployment crisis.

It seems to us this situation is one with which Independent Radio Network Affiliates, as the group which negotiated the basic contract with AFM, might well take up through its newly-created permanent executive committee. AFM made a good deal with the broadcasting industry. But, given a finger, it now wants the hand. And next might come the body, unless steps are taken to checkmate this spree, springing from its newly-acquired bargaining power.

We Pay Our Respects To —

SHERMAN DELOS GREGORY

SOME young men are sent to college and there are determined lads who *go* to college. And there is some speculation as to whether the youths who fight for their own education get further in this hard-boiled world than those who have their book-learnin' wished upon them, via the paternal purse.

In Sherman Delos Gregory we find a brilliant young radio executive who might have been stymied after his freshman year in high school had he been inclined to take the easy road. Instead he became a trouble-shooter for his home-town telephone company out of school hours and continued a long series of jobs until he had finished high school and emerged from college with the coveted degree of electrical engineer.

But let's get this thing in chronological order to show how "Greg", as he is best known by his colleagues, has qualified himself to become general manager of KDKA in Pittsburgh, a post he takes over Sept. 1—just a few weeks before his 34th birthday.

He was born in Wessington Springs, South Dakota, Sept. 18, 1904, an only child. When he was six the family moved to Pierre where they lived from 1910 to 1924. This period covered his elementary school years and two years of his attendance at the South Dakota School of Mines. Then he lived in Rapid City from 1924 until he was graduated with his technical degree in 1926.

Family funds were limited and illness of the mother took all the surplus. If young Sherman was going to have an education he would have to get it for himself. So after the telephone job put him through high school, he obtained employment at the School of Mines in charge of all electrical work. He also ran the college radio station, WCAT, which students said stood for "wildcat", and between times acted as chauffeur for the president of the college.

He served a three-year enlistment in the South Dakota National Guard, the term overlapping high school and college, the service including identification with both artillery and engineering divisions.

Upon graduation he joined the Westinghouse Electric & Manufacturing Co., taking the training course prescribed for graduate engineers. In 1927 he dramatized the opening of the electrified steel mills of the United States Steel Corp., in Homestead, Pa., by having the late Judge Elbert H. Gary pass his hand three times over a silver sphere in his New York office. This started a 5,000-horsepower motor in Homestead and put the new mills in operation.

Also in 1927, Gregory handled the controls for the first successful transcontinental broadcast over the networks of NBC. During his first two years with Westinghouse he was instructor in radio at the night school of Carnegie Institute of Technology. One year of his practical training and experience was devoted to television.

In his latest position, assistant manager of radio broadcasting for Westinghouse, "Greg" has had charge of program supervision for the four Westinghouse-owned stations (KDKA, KYW, WBZ, WBZA). In 1933 he was transferred to the Chicopee Falls plant of Westinghouse and last spring to Baltimore when Westinghouse radio division moved to the Maryland city. He is listed in *Young Men of America*, the equivalent of *Who's Who* for the older generations.

In appearance, the new KDKA boss stands an even six feet tall, is erect with a rather military bearing, dark complexioned, weighs 175. His deep voice is always low, under control and soft-spoken, although positive. There's nothing frivolous about Gregory. He says comparatively little but is so sincere that it counts. Yet he's no grouch. A good listener with a responsive and ready smile, he has the attitude of a thoughtful, friendly executive. Conservative rather than demonstrative, when a new idea is proposed, his first question is apt to be "What will it cost?"

He asks for advice and suggestions from anyone, weighs this testimony against his own knowledge of the particular problem under consideration, then makes his own decisions.

Fraternally, he is a Mason, and golf is his favorite recreation. His wife was formerly Elizabeth Reigler, of Ben Avon, near Pittsburgh, and they are the parents of little Betty Louise and James Allan Gregory.

Personal NOTES

C. L. EANES, for the last nine years connected with Albuquerque newspapers and at one time with newspapers in Texas and Florida, has been named manager of KOB, Albuquerque.

ARCH MADSEN, former manager of KSUB, Cedar City, Utah, and one-time technician with KSL, Salt Lake City, is now commercial manager of the new KUTA, Salt Lake City, under Frank C. Carmen, managing director. Program manager of the station, which opened Aug. 1, is Lois Anderson.

MYRON J. BENNETT has been appointed general manager of KOVC, Valley City, N. D., in a reorganization of staff which also placed David B. Mills in the post of commercial manager while Robert E. Ingstad continues as program director. Thomas Elliott has been made merchandising manager.

GEORGE MOORE, of the sales staff of WAGA, Atlanta, married Elizabeth Wicker, WAGA home counsellor, Aug. 27.

BEN LUDY, manager of WIBW, Topeka, Kan., painfully injured Aug. 14 when he dislocated his hip, was confined to his home for several days, but has returned to his desk.

HERBER SMITH, formerly account executive of Blackett-Sample-Hummert, Chicago, has joined the CBS Hollywood sales staff in a similar capacity.

OSCAR REICHENBACH of CBS, Hollywood, sales promotion department, has been transferred to San Francisco to work several months with Arthur Kemp, Radio Sales Inc. representative.

W. GLADSTONE MURRAY, general manager of Canadian Broadcasting Corp., and R. H. Thomson, president of Northern Broadcasting Co., operating CFCH, North Bay, CJKL, Kirkland Lake, and CKBG, Timmins, made a ten-day aerial tour of Northern Ontario and Northwestern Quebec to inspect the general radio situation in Northern Ontario.

DAVE NOWINSON, publicity director of KSO-KRNT, has resigned to join the writing staff of KFI-KECA, Los Angeles. He was formerly publicity director for *Look* magazine, and in radio work in Chicago. Mary Little, radio editor of the *Des Moines Sunday Register*, has succeeded him but will continue her newspaper work.

WAYNE WELCH, KSO-KRNT, Des Moines salesman, has been named sales promotion director for the Iowa Network succeeding Gladys Phender Greenburg, who has moved to Fort Collins, Colo.

EARL H. GAMMONS, manager of WCCO, Minneapolis, was recently elected to a committee in charge of the 1938 4-H Clubs Annual Banquet in Minneapolis in September, an event sponsored each year by business and professional men of the state for champion 4-H club workers.

WILLIAM S. PALEY, president of CBS, is in Europe until mid-September, having sailed Aug. 1 on the *Queen Mary*.

C. G. PHILLIPS, manager of KIDO, Boise, Idaho, early this summer elected president of the Boise Ad Club, was recently elected commander of John Regan Post No. 2 of the American Legion, in which he has been active for more than 15 years.

ARDE BULOVA sailed for Europe on the *Normandie* Aug. 17. William Primrose, solo violinist of the NBC Symphony Orchestra, was also on board.

FELIX GREENE, North American representative of British Broadcasting Co., with headquarters in New York, returned from a visit to England on the *Normandie* on Aug. 15.

BOB KENT, manager of sales promotion, merchandising and publicity of KFH, Wichita, has been named assistant general manager of KWBG, Hutchinson, Kan., according to an announcement by W. B. Greenwald, president and general manager.

GERALD C. GROSS, chief of the FCC International Section, sailed Aug. 19 on the *American Merchant* for a vacation in France, where his three children have been attending school during the last winter and spring.

PAUL W. MORENCY, general manager of WTIC, Hartford, and secretary of Travelers Broadcasting Service Corp., left Chicago for Denver Aug. 17, after attending the IRNA meeting. From Denver he goes to Los Angeles for a vacation, returning to Hartford after Labor Day.

RALPH ROBERTS, manager of KWLK, Longview, Wash., has resigned to become special events and news reporter at KOL, Seattle.

M. F. (Woody) WOODLING, former manager of KYOS, Merced, Cal., now manager of KWLK, Longview, Wash., on Aug. 1 married Miss Georgette Sorenson, of Merced.

JOHN A. KENNEDY, President of the West Virginia Broadcasting System, and Mrs. Kennedy, on Aug. 21 became the parents of a nine pound eight ounce son, David Lee. They now have two daughters and two sons.

ROONEY PELLETIER, manager of CBM, Montreal, goes to London, England, BBC headquarters, to study British broadcasting early in October. In exchange the BBC is sending to the CBC Lance Siefking, considered the most distinguished and experienced of BBC program producers. The two will remain as exchangees during the winter months.

EDITH MARTIN, secretary to W. A. Wilson, general manager of WOPI, Bristol, Tenn., was married Aug. 14 to W. A. Wilson Jr. Second Wilson son, Edwin, who is credit manager of the station, was married a week earlier to Mary Elizabeth Hayes of Bristol.

JAMES Le GATE, sales promotion manager of the *Dayton Daily News* and WHIO, Dayton, has been transferred to the *Miami Daily News* and WIOD, that city. All are properties of former Gov. James M. Cox.

W. J. SCRIPPS, manager of WWJ, Detroit, addressed the Council for Youth group Aug. 24 at a meeting in the WWJ auditorium, discussing new developments in high frequency broadcasting and demonstrating his talk with a shortwave equipment setup.

E. PALMER BALDWIN, formerly of the Baldwin-Urquhart Agency, Niagara Falls, has been named by Manager Donald Withycomb to coordinate the activities of sales, production and program departments of WFIL, Philadelphia, and Josephine Canaday, of Washington, D. C., has joined the WFIL press department.

CARTER M. PARHAM, of WDOD, Chattanooga, recently married Willie Lee Kittrell.

BEHIND the MIKE

JULIAN BENTLEY, news editor of *Prairie Farmer* and head of the news bureau of WLS, Chicago, was injured Aug. 12 when his car overturned near Menominee, Mich., while he and Mrs. Bentley were returning from a vacation. Mrs. Bentley was uninjured, but he sustained cuts and shock requiring hospital treatment.

EDMUND LINEHAN has been appointed program director of KSO-KRNT, Des Moines, succeeding Ranny Daly, resigned. Dick Teela, traffic manager, has been named to succeed Mr. Linehan as assistant program director, but will continue to handle traffic. Jack Chase, of the University of Iowa, has joined the announcing staff.

EARL MULLIN, of the NBC press department, has been transferred to the staff of Lenox R. Lohr, president.

JOHN CONRAD, formerly of WIBW, Topeka, Kan. and public relations director of KWK, St. Louis, for the last five years, has joined WLW-WSAI, Cincinnati.

PAUL WILSON, formerly of KFRO, Longview, Tex., has joined WAML, Laurel, Miss. as program director.

BILLY TRACY, formerly of WGCM, Mississippi City, has joined WAML, Laurel, Miss.

LEW KENT, of WMAZ, Macon, Ga. will marry Miss Ruth Conradi of Manchester, Ga., Sept. 3.

VERNE SAWYER, chief announcer of KGVO, Missoula, Mont. resigned recently and will retire to his recently acquired ranch in the Flathead Valley. Special events details will be handled for KGVO by Al Davis.

DWIGHT (Doc) WILLIAMS, of WTMJ, Milwaukee and formerly with WCAU, Philadelphia was married in Milwaukee in August to Virginia Jane Olson, of Boston, daughter of Arthur Olson of the Olson & Kelly Agency, Milwaukee.

ELLIS HARRIS formerly of KFJM, Grand Forks, has joined KDAL, Duluth, replacing Vince Lonergan.

JEFF BAKER, of WTAR, Norfolk, Va. is the father of a daughter, Virginia Lee, born recently.

ELEANOR PITTS, graduate of the University of Oregon, has joined KROY, Sacramento, Cal., as director of the KROY Guild Players.

JOHN PAVLIS, of the WMT, Cedar Rapids, Ia., sales staff, recently married Evelyn Fawcett, of Cedar Rapids; Ken Hastie, WMT traffic manager, was married to Louise Black, of Perry, Ia.

ALFRED W. McCANN Jr., conductor of the *Pure Food Hour*, on WOR, Newark, is the father of a girl born Aug. 9.

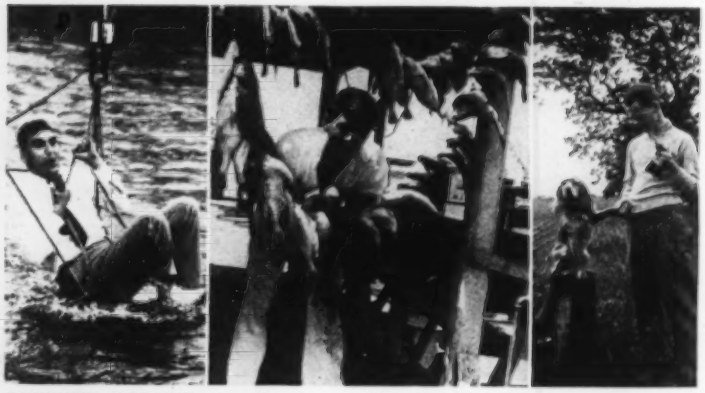
ALEX BIDDLE Jr., scion of Philadelphia's socialite family, has completed four weeks in the press department of WFIL, Philadelphia, and has been moved on to continuity work.

KEN McCLURE, newscaster of WOAI, San Antonio, received a commission as lieutenant colonel on the staff of Gov. Allred of Texas during the WOAI dedication broadcast over NBC Aug. 6.

RUSS DAVIS, head of the KWTO-KGBX, Springfield, Mo., announcing staff, has been elected president of the Springfield Archery Club.

LOU BOLTON and Jimmy Freedman have been appointed radio department codirectors of Crawford-Winslow & Curtis, Los Angeles talent agency.

RUTH BERNARD, traffic manager of Don Lee Broadcasting System, Los Angeles, has returned after a five-months absence following an auto accident.



SUMMER DIDOES of radiomen are illustrated in these photos. At left is Lowell MacMillan, WREC, Rochester, being drawn by a breeches buoy from a Coast Guard cutter to shore and describing the sensation on the air, including a frank description of a case of wet pants as the rope sagged and pockets acted as scuppers. In center is John Fritsch, announcer of WBAL, Baltimore, with part of catch of 120 hardhead, kingfish and flounders taken off Ocean City, Md. At right Joe Creamer, promotion manager of WOR, Newark, is contemplating *Taffy*, prize cocker spaniel owned by Bob Catherwood of the WOR sales staff, during a vacation at the Catherwood summer place in Jersey.

EDDIE HOUSTON, musical director of CJRC, Winnipeg, will marry Bettie Smith, formerly of Winnipeg, in Toronto Sept. 1.

SUSAN AGAR, who has been broadcasting a woman's feature over CFRN, Edmonton, for the last ten years, recently completed a trip through eastern Canada and eastern United States gathering material for her autumn programs.

LOU CROSBY, Hollywood announcer on the CBS *Lum & Abner* program, sponsored by General Foods Corp., is recovering from an appendicitis operation.

HOWARD CULVER, sound production director of KMTR, Hollywood, has recovered from injuries received in an auto acicdent.

WARD BYRON, Hollywood writer-producer, is in New York for conferences with NBC executives on the proposed radio serial, *The Adventures of the Masked Phantom*.

LOLLIE MAE CRICHLOW, secretary for the past two years to James W. Pate, general manager of WACO, Waco, and KNOW, Austin, married Kenneth Edmondson, manager of a Waco department store, Aug. 27. Miss Crichlow resigned, Miss Faye Garrison taking the post.

ROBERT E. WHITE of WBZ-WBZA, Boston, has been appointed chief announcer.

SARAH DRENNAN, formerly secretary to Lambdin Kay, manager of WSB, Atlanta, married Ralph Deans, prominent Atlanta florist, recently.

RALPH HATCHER, sales promotion director of WTAR, Norfolk, is nursing an infected hand after an automobile door was slammed on an already injured thumb.

CHARLIE SPRENKLE, of WWSW, Pittsburgh, is the father of a boy born Aug. 22.

GEORGE BRENGEL, formerly with the NBC New York staff, WAIU, Columbus; WTAM, Cleveland, and WGBB, Freeport, N. Y., has joined WSOC, Charlotte N. C.

ART ARDELL, formerly of KNX, Los Angeles, and WINS, New York, has joined the announcing staff of WIND, Gary.

EDWARD DUKOFF Associates, New York, has been retained as trade paper relations counsel for WFAA, Dallas. The organization functions similarly for the Yankee and Colonial Networks.

HENRY JOSYLN, formerly with KPDN, Pampa, Tex., has joined KGNC, Amarillo.

RUSSELL HIRSCH, announcer and vocalist of WCOA, Pensacola, on Sept. 5 leaves for Cincinnati to attend the University of Cincinnati.

ELLIS HARRIS, formerly with KFJM, Grand Forks, N. D., has joined the production staff of KDAL, Duluth.

FRED JESKE, *Timekeeper* at WSYR, Syracuse, celebrated his 15th year in radio August 22. Congratulatory telegrams included greetings from Syracuse's Mayor Rolland B. Marvin and other city dignitaries.

MABEL LOVE, former women's editor of the *Philadelphia Daily News* and well known in Philadelphia and New York for her journalistic and radio work, has been signed by WPEN, Philadelphia to start a new type of *Women's Club of the Air* program.

DRAKE BINGHAM, formerly of WKY and KOMA, Oklahoma City, has joined KTUL, Tulsa as news editor, succeeding Erv Lews, who has gone to WLS, Chicago.

RITA BUSSER, secretary to John T. Vorpe, advertising manager of WHK-WCLE, Cleveland, married John Kurt, assistant traffic manager of General Dry Batteries Inc., Lakewood, O., Aug. 27.

GUY WALLACE, of WHK-WCLE, Cleveland, is the father of a boy born Aug. 14.

FRANCIS PETTAY, formerly of WKRC, Cincinnati, has joined WHK-WCLE, Cleveland.

DONALD MacLEAN, free lance writer and former NBC announcer, has joined the faculty of the Cornish Theatrical School in Seattle as instructor in radio writing and production.

MARION C. HEATH and Pat Hayes, both new to radio, on Sept. 1 will join NBC to act as field representatives in the civic concert service, booking NBC talent for concert appearances.

SYLVIA PRESS, publicity director of WINS, New York, has resigned and is temporarily succeeded by Dorsey Owings. Irve Tunick, assistant to Louis Tappe, WINS continuity chief, has also resigned to join the Department of Interior, Adult Education Bureau, Washington.

RALPH CHILDS, of WHBF, Rock Island, Ill., will marry Miss Muriel Preble Sept. 5.

COURTNEY CARRELL, formerly Gaile Northe, fashionist at WFAA, Dallas, has resigned to take a similar position with the Texas State Network, which will start operation Sept. 15.

ROBERT M. STEFFENS, formerly of KGRV, Weslaco, KXYZ, Houston and KRLH, Midland, has joined KFRO, Longview, Tex. John C. MacDonald, program director of KFRO, left Aug. 15 for a vacation trip which will take him to Chautauqua, N. Y., where he will visit the preliminary audience-testing program surveys being conducted by Miller-Franklin, observing audience reactions and gathering ideas for new shows to be broadcast by KFRO.

DOUG ROMINE, of KARK, Little Rock, Ark., is the father of a girl born Aug. 9.

HARRIS OWEN, Little Rock musician and band leader, joined KARK, Little Rock, Ark., as musical director Aug. 15.

ROSS MULHOLLAND, formerly of WCOL and WHKC, Columbus, John Reynolds, new to radio, and Don Paevey, a member of the Federal Radio Workshop in Cincinnati, have joined the announcing staff of WKRC, Cincinnati.

WALLY SHELDON, formerly of WSAN, Allentown, has joined the announcing staff of WCAU, Philadelphia, to fill a vacancy created by the resignation of Robert Knox.

JAN SAVITT, music director of KYW, Philadelphia, is recuperating from a streptococcic infection of the throat. He was stricken Aug. 12, the day he was to lead the *KYW Top Hatters* orchestra in a week's engagement at the Stanley Theater in Pittsburgh. Bill Smith and Dorsey Anderson, of the orchestra, also are recuperating from injuries received when their car overturned en route to Pittsburgh.

JOSEPH LITTAU, for four years a staff conductor of NBC, has become conductor of the WNYC Concert Orchestra.

RAYMOND MICHAEL of WMMN, Fairmont, W. Va., has joined the announcing staff of WLW-WSAI.

JAMES McKIBBEN has resigned as program director of KVEC, San Luis Obispo, Cal., and on Sept. 1 returns to Hollywood to do free lance writing. Overton Wilkinson, chief announcer, has also resigned.

HUGH (Bud) ERNST Jr., formerly manager of 20th Century International Radio Newsreel, Hollywood transcription concern, has been appointed production manager of KMTR, Hollywood. He succeeds Al Jarvis, who resigned to manage Vido Musso's orchestra. Mr. Ernst at one time was manager of KMPC, Beverly Hills, Cal. Hanson Hathaway, special events reporter and news editor of KMTR, has taken on additional duties of continuity supervisor, also directing station publicity.

CHARLES McLAUGHLIN, formerly with WGN, WCFL and WMAQ, Chicago, has joined WJBK, Detroit, replacing Ed Longwell, who left to take a position in Indianapolis. Newell Davis, formerly of WMCA and WOR, New York, has replaced Don Wille, who has been transferred to the continuity staff to write a program to be featured on WJBK.

EDITH TODESCA, CBS Hollywood production manager, was a guest speaker at the convention of Theta Sigma Phi, woman's honorary journalistic sorority, in Los Angeles Aug. 18. Her subject was "Opportunities For Women in Radio."

RAY VAN RIPER, Hollywood radio and film writer under contract to M-G-M, and Russell Dyke Lewis, film dance director, have announced their engagement.

DAVID S. BALLOU, Hollywood producer of *Thrills Behind the Newsreels*, has returned to his West Coast headquarters after three weeks in Chicago, where he conferred with agency executives on the transcribed serial.

ARAM REJEBIAN, new to radio, has joined the announcing staff of KVEC, San Luis Obispo, Cal.

RAYMOND MICHAEL, formerly of WMMN, Fairmont, W. Va., has joined WLW-WSAI, Cincinnati, as announcer.

EVELYN PORTER, secretary to Robert E. Dunville, general salesmanager of WLW and WSAI, was married Aug. 27 to Harry Rauch, manager of a Dow Drug store in Cincinnati suburbs.

GEORGE HIGGINS, sports announcer of WTCN, Minneapolis, was presented with a Lincoln sedan, a set of golf clubs, a wrist watch and other gifts at a testimonal baseball game Aug. 24, with fans, businessmen, players, umpires and sponsors as donors.

HOMER CANFIELD, Hollywood radio columnist, has started a weekly quarter-hour commentary program, *Radio Logic*, on KECA, Los Angeles.

CARLTON BRICKERT, NBC announcer and actor, has resigned as Chicago president of American Federation of Radio Artists effective Sept. 28.

HOWARD SWART, Hollywood producer, is in Chicago to audition his *Newlyweds*, transcription serial of 650 quarter-hour episodes. Show ran for several years on CBS-Pacific network as a live talent program.

FRED WAGNER, Hollywood writer, is in Chicago with audition transcriptions of a proposed new radio serial, *One Man's Empire*.

ERNEST BUSHNELL, program executive of Canadian Broadcasting Corp., is going to England to attend an international radio meeting.

HAL HUDSON, who formerly wrote scripts of *Scattergood Baines*, sponsored by William Wrigley Jr. Co. on CBS when the serial emanated from Hollywood, has joined 20th Century Fox Film Corp. as writer.

NORMAN SPER, NBC Hollywood football commentator, will be principal speaker at the Rice Institute football banquet staged by the Houston (Tex.) Junior Chamber of Commerce Sept. 20.

JOE MATTHEWS, of KITE, Kansas City, will marry Margaret Schmact, secretary to Ivan Streed, production manager of WHBF, Rock Island, Ill., in September.

DUANE W. HOISINGTON, of KHBG, Okmulgee, Okla., married Paulyne Schaller Aug. 28.

ARCHIE HALL, formerly of KVOD and KLZ, Denver, has joined KRKD, Los Angeles, as announcer. He succeeds Ralph Robertson, resigned. Carl Baily, formerly of KGFJ, Los Angeles, has also joined the staff of KRKD, replacing Don Austin, on leave.

RAY DADY has returned to KWK, St. Louis, with his *Sidelight of the News* series.

WALTER D. CORNING, formerly of WMPS, Memphis, and WCPO, Cincinnati, has joined the program staff of WNOX, Knoxville.

NO PUPPY DOG
Tails in WOWO's Recipe For Classy Announcers

RECIPE for a good announcer, according to *Whoa-Whoas!*, house organ of WOWO-WGL, Fort Wayne, Ind., calls for:

"In a skillet, buttered with pleasant voice and good, but not too precise diction, place your plain everyday self. Add a quart of enthusiasm and two level cuns of salesmanship and mix thoroughly.

"Now, in another pan grate finely the product to be advertised and flavor (do not use artificial flavor) with conversational style. Next pour the contents of this pan over that in the skillet. Place the covered skillet over an open flame and boil down, seasoning to taste. Serve piping hot any hour of the day. A good test of the results is to carefully watch and see if your guests ask for more."

CAMPBELL SOUP Co.'s *Hollywood Hotel* will have Herbert Marshall as master-of-ceremonies for the first six broadcasts, to be succeeded on Oct. 21 by William Powell.

Ryan Quits CKLW Post To Join Hudson Bay Co.

FRANK RYAN, general manager of CKLW, Windsor, MBS Detroit outlet, leaves that post Sept. 1 to become public relations director of The Hudson Bay Co., with headquarters in Winnipeg. He joined CKLW in 1936 after nearly 10 years with Cockfield, Brown & Co., Toronto, where he established one of the first radio departments in the Dominion. He retains his financial interest in CKLW.

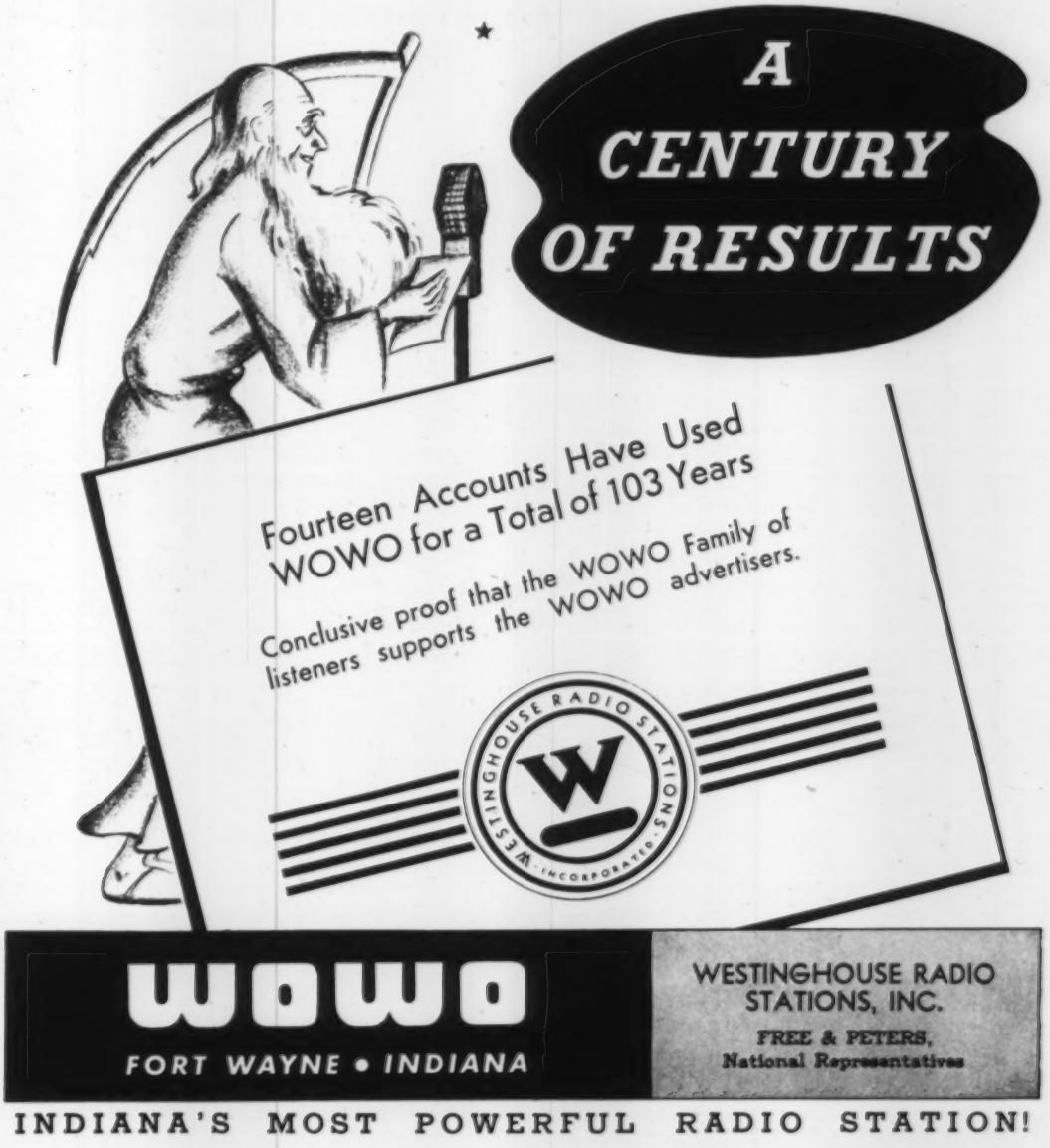
No successor is contemplated at this time to replace Mr. Ryan. Supervision of the station, it is understood, will rest with one or more members of the board of directors of Western Ontario Broadcasting Co., whose president is M. G. Campbell, president of the Kelsey Wheel Co., Windsor.

MERCHANDISING Institute of the National Retail Lumber Dealers Assn., Rochester, N. Y., is planning a nationwide promotion to stimulate home building and remodeling, based on the results of a building industry field study by Trade-Ways Inc., New York.

Pacific AAAA Plans

FIRST convention of the new Pacific Council, American Association of Advertising Agencies, will be held at Del Monte Hotel, Del Monte, Cal., Oct. 20-21 inclusive. David M. Botsford of Botsford, Constantine & Gardner, San Francisco, chairman of the Council, will be in general charge. San Franciscans on his committee include Sam Hutton of Erwin, Wasey & Co.; McCulloch Campbell, Lord & Thomas Inc.; Alvin Long, Long Adv. Service; James C. Knollin, Gerth-Knollin Adv. Agency, and Edmund M. Pitts, J. Walter Thompson Co. Others active are Hunter H. Vinton of Gerber & Crossley Inc., Seattle; August J. Bruhn, McCann-Erickson Inc., Los Angeles, and Richard P. Milne of Milne & Co. Inc., Seattle. Miss Frankie Coykendall of Botsford, Constantine & Gardner, Portland, is in charge.

RALSTON PURINA Co., St. Louis (Ry-Krisp), which has been sponsoring the weekly *Marion Talley* program on NBC-Red for the last three years, will discontinue the series effective Sept. 19. Firm, through Gardner Adv. Co., is reported seeking a new series to replace the present program.


A CENTURY OF RESULTS
Fourteen Accounts Have Used WOWO for a Total of 103 Years
Conclusive proof that the WOWO Family of listeners supports the WOWO advertisers.
WESTINGHOUSE RADIO STATIONS - INCORPORATED
WOWO
FORT WAYNE • INDIANA
WESTINGHOUSE RADIO STATIONS, INC.
FREE & PETERS, National Representatives
INDIANA'S MOST POWERFUL RADIO STATION!

Purely PROGRAMS

FOR ITS own highway safety drive, WPTF, Raleigh, N. C., plans this fall to exploit data designed to reduce accidents and make the public more appreciative of driving hazards. A full-hour broadcast will inaugurate the safety programs, originating at Hotel Sir Walter in Raleigh at a citizens' mass meeting headed by Gov. Hoey, the Council of State, and Manager Richard Mason. This opener will be followed through the fall with: Saturday morning remotes from a busy street corner outlining traffic rules and violations; weekly interviews with members of the local police department and the State Highway Patrol; safety dramas, with material furnished by the state high department and in which state officials will participate; special safety programs to a network of public schools in the state; safety messages included by WPTF sponsors in each of their programs; and adoption by WPTF of a safety slogan to be used as a station break with the regular station identification.

* * *

Jewish Vox Pop

CALLED the first Jewish vox pop program in the country, *Now It's Your Turn*, presented twice-weekly on WORL, Boston, presents English language discussions of questions of interest to the Jewish race. Sponsored by Morrison & Schiff Co. and Kasanof's Paramount Baking Co., the quarter-hour is conducted by Ben Bantzoff. Participants are given tickets to the Shawmut Theatre, where the interviews originate, and gifts from the sponsors.

* * *

Dancing Club

AFTER a studio orchestra and Rex Preis had built up a large following with a daily quarter-hour of luncheon music, KTSA, San Antonio, recently formed the *Quarter to One Club* and sponsored Wednesday night dances on the Gunter Hotel roof. Membership cards, sent to listeners upon request, bring a reduction in admission charge to the hotel's facilities.

* * *

Off Your Hands

SWAPPING something you don't want for something somebody else doesn't want is the idea of *White Elephants*, listener participation twice-weekly feature conducted by John Jaeger on WNEW, New York.

Blind Golf

FIRST world's blind golfing championship was broadcast Aug. 20 by WEBC, Duluth, after WEBC and the *Duluth Herald & News Tribune* arranged a match between Clint Russell, blind Dulu-thian, and Dr. W. H. J. Oxenham, blind English war veteran of Hove, Sussex, England, both of whom have been hailed as champ blind golfers by Robert L. Ripley. Proceeds of the match, for which Mr. Ripley was invited to be official refereee, went to charity. The contest was broadcast from start to finish, and newsreel cameras followed its progress.

Notables Explain

NATIONALLY prominent figures discuss important topics of the day on the *WCNW Forums* of WCNW, Brooklyn. The programs, arranged by Charles Drake, educational director, and Roger Wayne, program director of WCNW, present discussions on questions like "Which has contributed more for aviation: the Hughes or the Corrigan flight?"; "Should Euthenasia (mercy killings) be legalized?"; "Should wiretapping be legalized?" Listeners are urged to phone the station and submit questions on the discussed topic while the program is on, which the speakers will attempt to answer.

* * *

Kalamazoo's News

AN INCREASE in the number of voluntary news contributions from townspeople resulted when WKZO, Kalamazoo, Mich., took its newscast into the street, and after broadcasting a brace of headline news events, gave spectators a chance to come to the mike to ask about the stories of major interest. An editorial board received news stories on the street, checked, edited and broadcast the items during the program. The program was planned by Program Director Merlin Stonehouse, with Wally Rodda announcing.

* * *

Event in China

THREE sponsors of Walt Framer's *Blessed Eventer* on WWSW, Pittsburgh, announcing births, after sending gifts to babies all over the United States, broke the record recently when Walt received notice of the birth of a baby in Canton, China, to Mr. and Mrs. Kwok Ying Fung, who had been married in Pittsburgh. Ten days after the baby was born, the Fungs fled the Canton bombings and went to Hong Kong. The child, Todd Clyde Fung, will receive the sponsor's gifts, as custom dictates.

* * *

Ohio's History

PREPARED by Federal Radio Workshop No. 1 of the WPA Education program, *It Did Happen Here*, dramatizes the the early history of Cincinnati and the Northwest Territory weekly on WSAI, Cincinnati. The quarter-hours are presented through cooperation of the Workshop, the Cincinnati Northwest Territory Celebration Committee and WSAI, and dramatic talent is drawn from WPA ranks.

* * *

Bible Program

RECREATING scenes drawn from the Old Testament, *Children's Chapel*, on WGL, Fort Wayne, Ind. presents Hilary Denley Kuhl doing all the characterizations in each story, with youngsters' viewpoint stressed.

* * *

Nursing News

TALKS about the nursing profession, interviews with personalities in the medical world, and musical entertainment are featured on *Nurses Hour*, started recently on WPEN, Philadelphia, by the Nurses League Club of Philadelphia.

Road to Reno

SERIES on the divorce problem, *Till Death Do Us Part*, written by Ray Servatius, WSYR continuity chief, and presented on WSYR, Syracuse, N. Y., tells of factors of marital discord leading up to severance of the bonds. Highpoint of each program is a portion devoted to the airing of the opinions of an unbiased jury of six persons, all unfamiliar with the individual cases prior to the broadcast. Author Servatius gathers his material from Central New York courts.

* * *

Kids Troupe

JAMES JEWELL, program and production manager of WWJ, Detroit, has established the *Jewell Play-House*, a children's theatre featuring Michigan's best child talent in a fast moving variety show built to please both the visual and listening audience. Actors, who are children from five to 15 years old, will be completely costumed for all productions and are intensively coached during a three month training program before being allowed on the program.

* * *

Crime Challenge

DRAMATIZING actual case histories culled from files of penal institutions all over the country, Pennsylvania Police Executives Assn., Northeastern District, on Aug. 8 aired the first of its weekly series, *Challenge to Crime*, on WBAX, Wilkes-Barre. Designed to destroy admiration for the gangster type, each broadcast is followed by a discussion of the case by some prominent officer.

* * *

Houses of the Week

COSPONSORED by 30 members of the Salt Lake Multiple Listing Bureau, *Houses of the Week*, thrice-weekly building pusher of KDYL, Salt Lake City, gives each participating realtor a plug for one of his model homes. The program, built as goodwill promotion for the Bureau, works on a rotation plan, with program staggered throughout the week on a varying schedule.

* * *

Farm Talk

FARMERS speak as they work in their fields on the weekly farm programs broadcast by WROK, Rockford, Ill. With the WROK mobile unit, farmers and their wives are interviewed while they are haying, harvesting, threshing, and cooking.

* * *

Vacationers' Helper

ROAD INFORMATION, along with the latest detour news and weather prophecies, are carried on the *Stop and Go* program of CKLW, Windsor-Detroit, conducted by Frank Burke 6 p. m. daily, Monday through Friday.

* * *

Doings of the Distinguished

BIRTHDAY biographer Durward Howes, on his weekly *Birthdays in The News* feature carried on NBC-Pacific network, discusses the lives and achievements of well-known people.

EATING a bowl of Kellogg's Corn Flakes on the busiest corner of downtown Columbus, Ga., during the Saturday noon rush hour, was the penalty suffered by Bill Dougherty, program director of WRBL, for betting with Sports Editor Jack Gibney against the Columbus Redbirds. Kellogg's, incidentally, got some good promotion out of the stunt, suggested by the business manager of the team.

BUT a two-time winner was Byron Parker, *The Old Hired Hand* of WIS, Columbia, S. C., who won a dinner bet from Frank Burger, conductor of the WIS early morning *Sundial*, on a fan mail contest, then made good his boast that he could draw more mail on a night broadcast, when WIS operates with 1,000 watts, than could Sundialman Burger on 5,000 watts during the day. Here he is surrounded by stacks of his fan letters—11,421 of 'em—all from his single quarter-hour evening broadcast.

Americans and Charity

HIGHLIGHTING music by American composers and talks on governmental departments and functions by a civic leader, *We Americans* will begin Sept. 7 on WHK, Cleveland. *Thursday Night Jamboree*, sponsored by the Emergency Division of Charities and Relief in Cleveland, an organization providing some 18,000 families with food and clothing, starting on WHK Sept. 1, features studio acts. Admission to the studio for the *Jamboree* broadcasts is a can or jar of produce of some kind, to be distributed to the needy by the charity organization.

* * *

Homey Tips

HOW TO REMOVE inkspots from tablecloths and answers to other domestic problems, along with humorous patter, are featured on the thrice-weekly *Backfence Bureau* of WWSW, Pittsburgh, with listeners submitting problems and studio audiences supplying the answers. The show, written by Bud Trautman, is announced by John Davis.

Lung Irony

WHEN THE manufacturer of an "iron lung" resuscitator brought his apparatus to Missoula for a demonstration, KGVO announcer Floyd Day climbed in it and described his reactions to listeners during a special remote broadcast. Announcer Day had some difficulty in expressing himself, however, since the mechanics of the "lung" forced him to breathe in spite of himself and often interrupted his discourse in the middle of sentences. The broadcast was supervised by special events announcer Verne Sawyer and news director Lee Nash, of KGVO.

Kids Make News

FIFTEEN-year-old Joe Cook comments on what youngsters in the Superior-Duluth region and the rest of the country are doing to make news on the Saturday morning quarter-hour *Junior News Review* on KDAL, Duluth. Beside his news commenting, young Cook interviews one of his fans on each program.

* * *

Parents' Faults

COLUMBIA Pictures Corp., Hollywood, is negotiating with John Boylan, KFI, Los Angeles, writer of *Parents On Trial*, to do a screen story with that title. The weekly KFI half-hour is an indictment of parents for juvenile delinquency, and is approved by Los Angeles county social and civic organizations.

* * *

What's Up?

CURRENT news and announcements of Cincinnati clubs and nonprofit organizations are carried on *The Bulletin Board* along with musical interludes, Monday through Friday on WSAI, Cincinnati. Groups are invited to take advantage of this free service by formal letters from the station.

* * *

Babies and Mothers

TRIBUTE to newborn babies and their mothers is *Stork Express* of WOWO, Fort Wayne, carrying Bob Wilson's congratulatory commentaries and lullabies by Mary O'Rear. Listeners are invited to notify *Stork Express* of births in their neighborhoods for the daily afternoon programs.

Strictly Students

WHEN CITY schools reopen, WPTF, Raleigh, N. C. will install microphones in school buildings to broadcast spelling matches, especially planned for radio presentation. Only students will be permitted to appear, and these will be selected by instructors according to classroom marks. The series will run for several weeks, with various school champions named and a winner selected from the finalists.

* * *

Career Advice

SUCCESSFUL people advise Young America on the choice of a career and how to start their lifework on *Carving a Career*, twice-weekly feature of WFIL, Philadelphia, created by Margaret Schaefer, WFIL program director.

* * *

Brotherly Boosts

THRICE-WEEKLY ten-minute *Fraternal Newspaper* of WSYR, Syracuse, N. Y., gives lodges and civic organizations time to air fraternal notes, plans and events, and has turned into a great goodwill and audience builder.

KOIN-KALE Sponsor Paid Newspaper Column

KOIN-KALE, Portland, Ore., to secure notice beyond the regular radio schedules published by the *Oregon Journal*, run as paid advertising on the radio page of the newspaper their own column of radio chatter. The column, written by Lester Halpin, publicity director, includes news of coming network and local productions along with personal chatter about the studios.

Eight prizes aggregating $50 are offered for the best name for the column and a 100-word letter on "The type of news I would prefer to read in the column". Judges are Mayor Joseph K. Carson Jr., Ed Smith, president of the Portland Ad Club and C. Roy Hunt, manager of KOIN and president of KALE.

WABC, WEAF and WJZ, New York, are now starting their broadcasting day at 6:30. On Oct. 3 WOR, Newark, will open the day at 6:25, with a news program.

Lever Bros. Returns

LEVER BROS. Co., Cambridge, Mass., will bring back five shows on CBS during September—*Al Jolson Show* for Lifebuoy soap, *Lux Radio Theatre* for Lux soap, *Big Town* for Rinso soap, *Big Sister* for Rinso, and *Aunt Jenny's Real Life Stories* for Spry. The fourth year of *Lux Radio Theatre*, directed by Cecil B. DeMille, will begin Sept. 12 on 59 CBS and 25 CBC stations, Mondays, 9-10 p. m. Both *Big Sister* and *Real Life Stories* will resume Sept. 19, the former on 57 CBS stations, Monday through Friday, 11:30-11:45 a. m., and the latter on 48 stations Monday through Friday, 11:45-12 noon. The *Al Jolson Show*, started by Lever Bros. in March 1937, will resume Sept. 20, Tuesdays, 8:30-9 p. m. on 60 CBS stations with Martha Raye, Parkyakarkus, guest stars and an orchestra. *Big Town*, with Edward G. Robinson and Claire Trevor, will also begin Sept. 20, Tuesdays, 8-8:30 p. m. (EDST). Agency is Ruthrauff & Ryan, N. Y.

KSD
IN ST. LOUIS
Greater
DAYTIME COVERAGE
KSD CENSORSHIP PROTECTS LISTENERS AND ADVERTISERS AGAINST THE UNWORTHY
KSD HAS A GREATER DAYTIME POPULATION COVERAGE AREA THAN ANY OTHER ST. LOUIS RADIO STATION
The Distinguished Broadcasting Station
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHO, Des Moines

National Radio Revival, River Forest, Ill. (religious), weekly *t*, direct.
Florida Citrus Commission, Lakeland, Fla., 6 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Broadmoor Hotel, Colorado Springs, 10 *sa*, 7 *sa* weekly, thru Hathaway Adv., Colorado Springs.
Nashua Variable Power Co., Nashua, Ia., 3 *sa* weekly, direct.
Mantle Lamp Co., Chicago (Aladdin lamps), weekly *sp*, thru Presba, Fellers & Presba, Chicago.
Flex-O-Glass Mfg. Co., Chicago, weekly *sp*, thru Presba, Fellers & Presba, Chicago.
Duluth Chamber of Commerce, 6 *sa* weekly, thru Stewart-Taylor Co., Duluth.

WHN, New York

West Disinfectant Co., Long Island City, 5 *sp* weekly, thru Moser & Cotins Inc., N. Y.
Wilbert Products Inc., New York (shoe polish), 3 *sp* weekly, 13 weeks, thru W. I. Tracy, N. Y.
American Beverage Corp., Brooklyn (Cel-Ray tonic), 3 *t* weekly, 13 weeks, thru Humbert & Jones, N. Y.
Madison Personal Loan Co., New York, 17 *sp* weekly, 26 weeks, through Klinger Adv. Agency, N. Y.
Alkine Laboratories, New Brunswick, N. J., 5 *sp* weekly, daily *sa*, 26 weeks, through H. M. Kiesewetter Adv. Agency, N. Y.

WAAB, Boston

Book Theater Assn., Boston (publishers and sellers), 13 *sp*, thru Chambers & Wiswell, Boston.
Division of Savings Bank Life Insurance, Commonwealth of Mass., renewal 52 participating *sp*, thru A. W. Ellis Co., Boston.
Friend Bros., Boston (baked beans), 52 *sp*, thru Ingalls Adv. Co., Boston.
Pieroni Bros. & Co., Boston (restaurants), 18 *sa*, thru F. Lewis, Boston.

CKNX, Wingham, Ont.

Utilities Engineering Institute, Chicago (trade school), 10 *t*, thru First United Broadcasters, Chicago.
Western Foundry Co., Wingham, Ont., (Maitland Stoves), 13 *sp*, direct.
Imperial Tobacco Co., Montreal (Sweet Caporal Cigarettes), 50 *t*, renewal, thru Whitehall Broadcasting Ltd., Montreal.
Standard Engineering Institute, Toronto (trade school), 30 *sa*, thru R. C. Smith & Son, Toronto.

KGER, Long Beach, Cal.

Sur-Way Sales Co., Los Angeles (electric hairbrush), 18 weekly *ta*, placed direct.
Guaranty Union Life Ins. Co., Beverly Hills, Cal. (insurance), 12 weekly *sp*, thru Stodel Adv. Co., Los Angeles.

WBBM, Chicago

Longines-Wittnauer Co., New York (watches), 6 *sp* weekly, 52 weeks, thru Arthur Rosenberg Co., N. Y.
Household Finance Corp., Chicago, 6 *sp* weekly, 52 weeks, thru BBDO, Chicago.

KFRC, San Francisco

S. A. Sherer Co., Los Angeles (auto loans) 54 *sa* weekly, thru Smith and Bull Adv. Co., Los Angeles.
Industrial Training Corp., Chicago 4 *t* weekly, thru James R. Lunke & Associates, Chicago.
Phillip Morris & Co., New York (Paul Jones cigarettes) 2 *sp* weekly, thru Biow Co., N. Y.
Progressive Optical System, Oakland, 2 *sp* weekly, thru Emil Reinhardt, Oakland.
Chalybeate Co., San Francisco (antiseptic) 3 *sp* weekly, thru Rufus Rhoades & Co., San Francisco.
Western Sportswear Co., San Francisco, 6 *sa* weekly, thru Frank Wright & Associates, San Francisco.
Roma Wine Co., San Francisco, 1 *sp* weekly, thru James Houlihan, Inc., San Francisco.
Garden Nursery, Seattle, 3 *t* weekly, thru Northwest Adv. Agency, Seattle.

WOR, Newark

Commercial Credit Co., Baltimore, weekly *sp*, thru O'Dea, Sheldon & Canaday, N. Y.
Oxo Ltd., Montreal (beef cubes), 5 *sp* weekly, thru Platt-Forbes, N. Y.
Journal of Living Publications Corp., New York, 3 *sp*, weekly, direct.
Ballard & Ballard Co., Louisville (Oven Ready biscuits), *sa* series, thru Henri, Hurst & McDonald, Chicago.

KHJ, Los Angeles

Lewis-Howe Co., St. Louis (Tums) 5 *ta* weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.
Klix Inc., Los Angeles (food products), 3 *sp* weekly, thru Theodore B. Creamer Adv., Hollywood.
First Federal Savings & Loan Assn., Beverly Hills, Cal. (finance) 14 *sp*, thru Elwood J. Robinson Adv. Agency, Los Angeles.

KJBS, San Francisco

National Ice & Cold Storage Co., San Francisco 11 weekly *sa*, direct.
California School of Beauty Culture, San Francisco (school), weekly *t*, thru S. L. Kay Adv., San Francisco.

KNX, Hollywood

Meyenberg Milk Products Co., Salinas, Cal. (ice cream mix) 6 *sp* weekly, thru Milton Weinberg Adv. Co., Los Angeles.
Los Angeles Electric Appliance Stores, Los Angeles (appliances) 3 *sp* weekly, thru Dan B. Miner Co., Los Angeles.
George Belsey Co., Los Angeles (electric appliances), 5 *sp* weekly, thru Hixson-O'Donnell Adv. Inc., Los Angeles.
Rio Grande Valley Citrus Exchange, Weslaco, Tex., (grape fruit juice), 6 *sp* weekly, thru Leche & Leche Adv. Co., Dallas.
Chicago Engineering Works, Chicago (technical school), weekly *sp*, thru James R. Lunke & Associates, Chicago.
Lea & Perrin Inc., New York (Worcestershire sauce), 2 *sa* weekly, thru Schwimmer & Scott, Chicago.
It Manufacturing & Distributing Co., Los Angeles (cleanser) 3 *sp* weekly, thru Gerth-Knollin Adv. Agency, Los Angeles.
Peter Paul Inc., San Francisco (Mounds candy) 5 *sp* weekly, thru Emil Brisacher & Staff, San Francisco.

WKRC, Cincinnati

McCormick Sales Co., Baltimore (Tea), 2 weekly *sa*, thru Van Sant, Dugdale & Co., Baltimore.
Bulova Watch Co., New York, 70 weekly *sa*, thru Biow Co., N. Y.
Kroger Grocery & Baking Co., Cincinnati, 3 weekly *t*, thru George H. Hartman Co., Chicago.
Falls City Beer Co., Louisville, 7 weekly *sa*, thru W. J. Smith Co., Louisville.
Lever Bros. Co., Cambridge (Spry), 7 weekly *sa*, thru Ruthrauff & Ryan, N. Y.
Procter & Gamble Co., Cincinnati (Camay), 6 weekly *sa*, thru Pedlar & Ryan, N. Y.

KFI, Los Angeles

Lyons Van & Storage Co., Los Angeles (furniture, moving & storage), weekly *t*, thru Chas. H. Mayne Co., Los Angeles.
Bulova Watch Co., New York (timepieces), 14 *sa* weekly, thru Biow Co., N. Y.

Drawn for BROADCASTING by Sid Hix

"But Commissioner, How Can We Prove Our Claims for Super-Lax if You Won't Take a Dose?"

KDKA, Pittsburgh

Quaker Oats Co., Chicago (Full-o-Pep foods), 39 weekly *sp*, starting Sept. 24, thru Benton & Bowles, Chicago.
Oakite Products Inc., New York (Oakite cleanser), 13 *sp*, starting Sept. 15, thru Calkins & Holden, N. Y.
Rival Packing Co., Chicago (dog food) 186 *sp*, thru Charles Silver & Co., Chicago.
Rumford Chemical Works, Providence, R. I. (baking powder), 18 *sa* weekly, thru Atherton & Currier, N. Y.
Ralston-Purina Co., St. Louis, 117 *t*, starting September 5, thru Gardner Adv. Co., St. Louis.
O'Cedar Corp., Chicago (polish, mops), 39 *t*, starting Sept. 6, thru John H. Dunham Co., Chicago.
Williamson Candy Co., Chicago (O'Henry candy), 260 *t*, started Aug. 15, thru John H. Dunham Co., Chicago.
Atlantic Refining Co., Philadelphia, 9 *sp*, (football), Oct. 1 to Nov. 24, thru N. W. Ayer & Sons, Philadelphia.

KWKH-KTBS, Shreveport

Chilean Educational Bureau, New York, 26 *t*, thru O'Dea, Sheldon & Canaday, N. Y.
Procter & Gamble Co., Cincinnati (Ivory), 3 *sa*, thru Compton Adv., N. Y.
Industrial Training Corp., Chicago, *t* series, thru James R. Lunke & Associates, Chicago.
Tennessee Brewing Co., Memphis, 72 *sa*, thru Lake-Spiro-Cohn, Memphis.
CSO Laboratories, Dallas, 39 *sa*, thru Ratcliffe Adv. Agency, Dallas.
Kellogg Co., Battle Creek, 36 *t*, thru J. Walter Thompson Co., Chicago.
Grove Laboratories, St. Louis, 156 *sa*, thru Stack-Goble Adv. Agency, Chicago.
Sears, Roebuck & Co., Chicago, *t* series, thru Blackett-Sample-Hummert, Chicago.
Florida Citrus Commission, Lakeland, *sa* series, thru Ruthrauff & Ryan, N. Y.

WNAC, Boston

Walker Gordon Laboratory, Plainsboro, N. J. (milk products), renew 117 *sa*, thru Young & Rubicam, N. Y.
Pine Bros., Philadelphia (Orasol mouth tablets), 60 *sa*, thru McKee & Albright, Philadelphia.
First National Stores, Somerville Mass. (chain store), 234 *sp*, thru Badger & Browning, Boston.
Grove Laboratories, St. Louis (Bromo Quinine), 308 *sa*, thru Stack-Goble Adv. Agency, Chicago.
Rumford Chemical Works, Rumford, R. I. (baking powder), 116 *sa*, thru Atherton & Currier, N. Y.
Washburn Candy Co., Brockton, Mass. (WalicoBar), 60 *sa*, thru Bennett & Snow, Boston.

WMCA, New York

General Foods Corp., New York (Maxwell House Coffee), weekly *sp*, thru Advertisers' Broadcasting Co., N. Y.
Dentists Supply Co., New York, 2 *sp* weekly, direct.
Franciscan Friars, St. Christopher's Inn, Graymoor, N. Y. (refuge for homeless men), weekly *sp*, direct.
Community Opticians, New York, 5 *sp* weekly, direct.

WOV-WBIL, New York

S. A. Schonbrunn Co., New York (coffee), weekly *sp*, through Panorella Agency, N. Y.
Gemma Packing Co., New York (Gemma Oil), 3 *sp* weekly, 52 weeks, direct.
Modern Packing Co., Brooklyn (Balbo Oil), 6 *sp* weekly, direct.

WRR, Dallas

Pan Crust Plato Co., Houston (Crustene Shortening), 35 *sa*, direct.
Webster-Eisenlohr, New York (Girard cigars), daily *sp*, thru N. W. Ayer & Son, Philadelphia.

FIRST CLASS
Permit No. 1208-R
(Sec. 510 P. L. & R.)
Washington, D. C.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in The United States

—POSTAGE WILL BE PAID BY—

BROADCASTING MAGAZINE,
NATIONAL PRESS BLDG.,
WASHINGTON, D. C.

1939 YEARBOOK NUMBER Included . . .

Send me BROADCASTING
Broadcast Advertising

NAME

ADDRESS

FIRM TITLE

SUBSCRIPTION RATES:

☐ 2 Years . $5
☐ 1 Year . . $3

☐ CHECK ENCLOSED ☐ SEND BILL

31 X 21½ INCH RADIO OUTLINE MAP INCLUDED IN YEARBOOK NUMBER

Reps

ARTHUR KEMP, account executive of Radio Sales, Inc., Chicago, is now in San Francisco, making his headquarters in the CBS-KSFO studios in the Palace Hotel. He will operate in the interest of Radio Sales for the 14 CBS-Pacific stations and will stay on the coast for some time.

GEORGE P. HOLLINGBERY Co. has been appointed national representative of KOVC, Valley City, N. D.

GEORGIA BROADCASTING SYSTEM (WATL, Atlanta; WRBL, Columbus; WGPC, Albany) has appointed Sears & Ayer as national representatives, effective at once.

KATE, Albert Lea, Minn., has appointed Gene Furgason & Co. as national representative.

WKAT, Miami Beach, Fla., owned by Frank Katzentine, has appointed Weed & Co., New York, to represent it nationally.

WILLIAM N. HYLAN Jr., for the past year engaged in research and promotion for Radio Sales Inc., New York, joins the sales staff Sept. 1.

J. WYTHE WALKER, formerly of Transamerican Broadcasting & Television Corp., Chicago, has started his own firm at 309 W. Jackson Street, Chicago. Mr. Walker represents WHB, Kansas City.

WILLIAM S. WRIGHT, formerly account executive of KMPC, Beverly Hills, Cal., and Southern California representative of *Five Star Weekly*, has been appointed Los Angeles manager of Joseph Hershey McGillvra, station representatives, with headquarters at 527 W. 7th St., that city.

CFJC, Kamloop, British Columbia, has appointed All-Canada Radio Facilities as exclusive station representatives.

ED BOWERS, formerly of Paul H. Raymer Co., Chicago representative firm, and more recently with the Russell M. Seeds Co. Inc., Chicago agency, has joined the MBS sales staff that city.

ROBERT J. BARRETT Jr., head of the Chicago office of WOR, is convalescing in the Michael Reese hospital, Chicago, following a mastoid operation Aug. 23.

WILLIAM K. DORMAN, manager of John H. Perry Associates, New York, has been elected treasurer and business manager of the American Press Assn. He will continue his duties in the Perry organization, which owns WCOA, Pensacola, and several Florida newspapers. Charles Emde, advertising director of the association, has been elected vice-president in charge of advertising and sales.

WFIL Names F & P

APPOINTMENT of Free & Peters Inc. as national sales representatives for WFIL, Philadelphia, was announced Aug. 24 by Donald Withycomb, WFIL general manager. The appointment will in no way affect the status of WFIL's New York office, headed by Jack Stewart, national sales manager, Mr. Withycomb declared. Simultaneously, WFIL issued a new rate card effective Sept. 1. In addition to rate charges, the new card was designed for simplicity.

HAL W. HOIG, formerly in financial advertising with the *Chicago Tribune* and more recently in the merchandising department of Marshall Field & Co., has joined the Chicago office of Free & Peters.

GENE FURGASON & Co. has been named representative of WSAN, Allentown, Pa.

NEW $120,000 U. S. Coast Guard radio station is under construction on a 27-acre tract near Lake Michigan north of Chicago.

A SWELL GUY
Is Gov. Aiken of Vermont, Say Radio Men

A FEW more politicians like Gov. Aiken of Vermont would be appreciated by broadcasters. When on Aug. 16, an electrical storm threw power supply out of commission during his broadcast over WQDM, St. Albans, Vt., Gov. Aiken did not heap any recriminations upon radio or his enemies, as politicians have done in the past; he simply waited until power was restored, then finished his speech. Next day he was scheduled to broadcast again over the same station from Swanton, Vt., but a belated parade cut off much of his time. He confined his remarks to the remaining time, then humbly asked Chief Engineer E. J. Regan if he would give him a lift back to St. Albans in his equipment-loaded car.

Ad Club Instructors

SPEAKERS in the twice-weekly advertising and selling courses of the Advertising Club of New York, starting Oct. 24, include L. D. H. Weld, McCann-Erickson; Arthur Kudner, Arthur Kudner Inc.; Thomas F. Joyce, RCA; Edgar Kobak, Lord & Thomas, and Arthur Pryor Jr., BBDO.

Available in 15 and 5 Minute Periods!
8:30 A. M. • 9:45 A. M. • 12:15 P. M. • 3:00 P. M.
WOL Washington D.C.
1000 WATTS • 1230 KC.
National Representative: WM. G. RAMBEAU CO.
Affiliated with Mutual Broadcasting System

Results COUNT MOST
CFNB
Fredericton
New Brunswick
1000 Watts
550 Kc.
Basic CBC
WEED & COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • CHICAGO
DETROIT • SAN FRANCISCO

Radio Advertisers

STANDARD BRANDS, New York (Royal baking powder), will start its WBS transcriptions of *Visiting Nurse* on Sept. 5. The programs will be heard five days weekly on KPRC WFAA WOAI WTAG, through McCann-Erickson, New York.

MENNEN Co., New York (Brushless shave cream), has taken an option on the NBC-Blue network for Thursday evenings, 7:30-8 p. m. Agency is H. M. Kiesewetter, New York.

DR. ROSS Dog & Cat Food Co., Los Angeles, on Sept. 10 adds WDSU, New Orleans, to its spot schedule of rhymed announcements placed by Howard Radio Adv. Agency, Los Angeles. The list also includes KEEN, KALE, KJBS, KFAC, KIEV, KGB.

VADSCO SALES Corp. New York (Quinlax cough remedy), which starts *Court of Human Relations* Oct 9 on Mutual, on Oct. 16 will add KWK and KSTP via transcription. Agency is Lawrence C. Gumbinner, New York.

AMERICAN BIRD PRODUCTS Inc., Chicago (bird food), which last year sponsored *Canary Chorus* on Mutual, will have a similar program this winter under the title *American Radio Warblers* starting Oct. 16. The show will be heard Sundays on 7 Mutual stations, through Weston-Barnet Co., Chicago.

GRUEN WATCH Co., Cincinnati, on Sept. 5 will start *Gotham Gazette*, a comment program on New York happenings, on WABC, New York. The show will be heard Mondays through Saturdays at 11-11:10 p. m., through McCann-Erickson, New York.

JOBBERS PETROLEUM Co., Seattle, distributors of Hancock Oil Co. products in Washington, is using 7 weekly spot announcements on KJR, that city, placing thru Chas. H. Mayne Co., Los Angeles. Contract is for 52 weeks, having started Aug. 1.

DOWNTOWN DOLLAR DAY ASSOCIATION, Los Angeles, to call attention to Dollar Day on Sept. 10 will use 400 spot announcements on 12 or more southern California stations in a three-day campaign starting Sept. 7. From five to ten spot announcements daily will be used on each station. Schedule is now being made up. Stations include KNX KFI KHJ KECA KEHE KFWB KFAC KMPC KRKD KIEV KFOX. Hillman-Shane Adv. Agency Inc., Los Angeles, has account.

J. J. HAGGARTY STORES Inc., Los Angeles (exclusive women's apparel shops), has appointed Hixson-O'Donnell Adv. Inc., that city, to direct its advertising, and on Sept. 11 starts for 52 weeks using thrice-weekly spot announcements on KFI, Los Angeles. This is the firm's first radio.

CARY SALT Co., Hutchinson, Kans., on Aug. 22 started a quarter-hour live show on KITE, Kansas City, and plans to expand the series in rural markets. Ferry-Hanly Co., Kansas City, is agency.

IMPERIAL TOBACCO Co., Ltd., Montreal, has been on the air in Canada since July 12 with a disc series, according to Whitehall Broadcasting Ltd., Montreal.

SPURRWAY MFG. Co., Los Angeles, (Old S. F. Steak Sauce), using radio for the first time, in a test campaign Sept. 30 starts for 13 weeks twice-weekly participation in *Sunrise Salute* on KNX Hollywood. Lou Landfield Agency, Los Angeles, has account.

SANTA FE TRAILWAYS, Los Angeles (bus service), a subsidiary of Santa Fe Railway, placing direct, is sponsoring the weekly half-hour *Do You Want to Be an Announcer?* on KMTR, Hollywood. Contract is for 13 weeks, starting Aug. 18.

CONSOLIDATED EDISON Co., of New York has appointed McCann-Erickson Inc., to direct radio advertising, and on Sept. 20 will start on WJZ, New York, with a weekly half-hour program, *Around the World in New York*.

HARRY JAY TREU, New York furrier, is using four spot announcements weekly on WQXR, New York, as a test, and may add other stations as the season progresses. Agency is Gussow, Kahn & Co.

ROYAL BAKING Co., Raleigh, N. C., has purchased the 117 quarter-hour disc series titled *The Adventures of Ace Williams* from W. E. Long Co., Chicago agency, and will start the series Sept. 5 on WPTF, Raleigh. The *Observer's Club*, commercial tie-in with the series, will start on WPTF Sept. 12.

NEON TUBING silhouettes the new Truscon vertical radiator of WXYZ, Detroit, atop the Maccabees Bldg. Tower stands 280 feet above the roof and with the new lighting system can be seen by airplane pilots flying at 5,000 feet, more than 60 miles away.

WILLIAM A. Blees has been appointed general sales manager in full charge of U. S. sales and service of Nash Motors division of Nash-Kelvinator Corp. He has been in charge of all Nash advertising prepared by Geyer, Cornell & Newell Inc.

COPPER ROOFS Co., Salt Lake City, is sponsoring *How to Keep a Roof Over Your Head* twice-weekly on KDYL, Salt Lake City, using *The Dreamers*, NBC Thesaurus group, to push its roofing products.

MacFADDEN PUBLICATIONS, New York, (*True Story Magazine*), early in August used a series of spot announcements on the Arizona Network, placed direct.

PHILIP MORRIS Co., New York, has signed John B. Hughes, commentator, for five weekly newscasts for Paul Jones cigarettes on four northern California Mutual-Don Lee stations. Agency is Biow Co., New York.

UNION OIL Co., of California, Los Angeles, has taken quarter-hour participation in *Woman's Magazine of the Air* on NBC-Pacific-Red for window cleaner and fly spray, to run from Sept. 8 to Dec. 1. Agency is Lord & Thomas, Hollywood.

CROSLEY DEFENDS 'MEN ONLY' CASE

THE SUIT against Bristol-Myers Co., Pedlar & Ryan, advertising agency, and NBC for damages of $100,000 alleging infringement of the title "For Men Only", will be defended by Crosley Radio Corp., according to an announcement Aug. 26 by James D. Shouse, vice-president of Crosley, and general manager of WLW and WSAI.

The action was brought in the Supreme Court of New York by Beth Brown, alleging infringement of the title for the broadcast program of that name which originally was developed by WLW with rights subsequently transferred to NBC. Bristol-Myers sponsored the program for its product *Vitalis* with the account placed by Pedlar & Ryan. Miss Brown claims she wrote a book several years ago titled "For Men Only" and also seeks an injunction to stop the program. In selling the rights to NBC, Crosley agreed to save all parties harmless in the event of any actions.

Counsel for WLW procured federal jurisdiction for the case Aug. 27, when it was shifted to the Federal District Court for Southern New York. Action was taken because the case involved more than the statutory minimum of $3,000, which would make it subject to federal jurisdiction.

WINTER PEAR GROWERS of Washington, Oregon and California have appropriated $55,000 for an advertising campaign, including use of radio, to center around New York, Chicago, Philadelphia and St. Louis. Izzard Co., Seattle, is agent.

BARBASOL Co., Indianapolis (shaving cream), will sponsor Gabriel Heatter in a Sunday evening series on WOR, Newark, starting Oct. 2. The program may be expanded to a Mutual network. Agency is Erwin, Wasey & Co., New York.

MEYENBERG MILK PRODUCTS Co., Salinas, Cal. (ice cream mix) has appointed Milton Weinberg Adv. Co., Los Angeles, to direct its advertising and on Aug. 29 started for 12 weeks daily participation in the combined *Housewives' Protective League* and *Sunrise Salute* programs on KNX, Hollywood. This is the firm's first use of radio.

LOS ANGELES Electric Appliance Stores, Los Angeles county association of stores, and an occasional user of radio time, is sponsoring the thrice-weekly quarter hour, *Your Friendly Counsellor*, with Ben Sweetland, on KNX, Hollywood. Contract is for 13 weeks, starting Aug. 22. Dan B. Miner Co., Los Angeles, has the account.

IT MANUFACTURING & Distributing Co., Los Angeles (household cleanser), which recently appointed Gerth-Knollin Adv. Agency, that city, to direct its national advertising, on Sept. 2 starts for 52 weeks thrice-weekly participation in Sunrise Salute on KNX, Hollywood. This is the firm's first use of radio.

FELTMAN & CURME STORES Co., Chicago, has started a five-weekly quarter-hour series featuring Norman Ross on WMAQ, Chicago. McJunkin Adv. Co., Chicago, has the account.

LOUISVILLE!
KENTUCKY!

Druggists Give

100%

support to Nationally Advertised Brands Week. See the August 29th issue of DRUG TRADE NEWS for the details.

WHAS

50,000 watts. CBS Outlet.
820 kc.
Nationally cleared channel.

EDWARD PETRY & CO.
National Representatives

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate
1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

New four day hour-by-hour coincidental Ross Federal Survey proves CHML more listened-to than stations B and C combined.

CANADA'S 5th MARKET CHML HAMILTON ONTARIO

ALAMO LUMBER Co., with three retail yards in San Antonio, will sponsor nightly quarter-hour newscasts on KTSA, San Antonio, for one year, and plans merchandising tieups with its yards in 31 Texas towns in addition to San Antonio. Agency is Coulter, Mueller, Grinstead & Winers, San Antonio.

GENERAL ELECTRIC Co., Cleveland, has signed Phil Spitalny and his girl orchestra for a new NBC-Red series of *Hour of Charm* to start Oct. 3. Previously institutional, the weekly programs will promote the sale of lamps this year. Agency is Maxon Inc., Cleveland.

NATIONAL PORCELAIN Co., Trenton, N. J. (ashtrays), has appointed Charles Dallas Reach Agency, Newark, to direct advertising, and on Aug. 29 started five-day-a-week participation in the *Martha Deane* program on WOR, Newark.

CHICAGO MOTOR CLUB, Chicago, will start a half-hour show on WBBM, that city, during September possibly using two periods, Saturday morning and Sunday evening. Aubrey, Moore & Wallace, Chicago, has the account.

SPOT ANNOUNCEMENTS promoting the New York State Fair have been running 12 times a week on WSYR WFBL WGY and WHAM. The Fair, held at Syracuse Aug. 29-Sept. 10, draws special broadcasts on CBS and NBC when Governor Lehman and other officials appear. J. M. Mathes, New York, handles the account.

ALLIS-CHALMERS Mfg. Co., Milwaukee, sponsored the broadcast by WROK, Rockford, Ill., of the Trask Bridge picnic, hailed as the world's biggest one-day farm outing, Aug. 31. WROK shortwaved the program via its mobile unit and also parked its public address trailer on the picnic site for use by the crowds.

$7.85 per month
Buys $135
PROMOTION PIECE

for
LOCAL BUSINESS

Convincing Copy ☆☆☆
Attractive Artwork ☆☆☆
Captivating Colors ☆☆☆
Join 52 Stations *now* profiting by this plan. Send for complete details and *free* samples!

Adrian James Flanter
132 West 43rd Street
New York City

MANAGER: .....
STATION: .....
CITY: ..... STATE: .....
PASTE COUPON ON PENNY POSTCARD

VICTIM OF L. B.
Gruen Executive Skeptical Of WCKY Audition

FRIENDS of Teviah Sachs, vice-president and general manager of the Gruen Watch Co., josh him these days about the surprise conjured up at his expense by L. B. Wilson, president and general manager of WCKY, Cincinnati. Mr. Sachs was scheduled to address a national sales conference of Gruen salesmen. L. B., conspiring with Frank M. Smith, Gruen advertising executive and former sales manager of WLW and WSAI, concealed a microphone among some flowers on the speakers' table. Unknown to Mr. Sachs, his talk was broadcast over WCKY, and recorded in full.

Next day Mr. Wilson called on the Gruen executive, taking with him the transcription, and announcing that he had a big idea for a new Gruen radio program.

"On this transcription you're going to hear one of the greatest voices in radio," Mr. Wilson enthused. "We at WCKY think the man is a 'find'. And the program contains a splendid story of the watch business. It's bound to sell more watches for Gruen than anything else that could be devised."

"I'll listen," commented Mr. Sachs, "but I know I'm not going to like it."

Agency Appointments

CHAMBERLIN LABORATORIES, Des Moines (hand lotion), to Harold S. Chamberlin Adv. Agency, St. Paul.

THOS. COOK & SON - WAGONS - LITS, New York, to Buchanan & Co., N. Y.

CRAZY WATER CRYSTALS, Mineral Wells, Tex., to Rogers & Smith, Dallas.

GERHART CHILI POWDER Co., San Antonio, to Grant Adv., Dallas.

PITTSBURGH BREWING Co., Pittsburgh, Pa., to Smith, Hoffman & Smith, Pittsburgh.

CAMPBELL CEREAL Co., Minneapolis (Malt-O-Meal), to H. W. Kastor & Sons, Chicago.

DOMINION STORES Ltd., Toronto (grocery chain), to J. Walter Thompson Co., Montreal.

PETER DOELGER BREWING Corp., Harrison, N. J., to Leonard F. Winston, N. Y.

BLACKSTONE PRODUCTS Co., New York (Tasty-Lax), to H. W. Kastor & Sons, N. Y.

BROWN SHOE Co., St. Louis, to Leo Burnett Co., Chicago. Radio may be used.

J. P. SMITH SHOE Co., Chicago (Smith Smart shoes), to McGivern-Child Adv. Agency, Chicago. No radio planned for the present.

UDGA Inc., St. Paul (stomach tablets), to Guenther-Bradford & Co., Chicago. No radio is planned for the present.

JOSEPH MALOUF Co., San Francisco (Wearoruf slips), to Sidney Garfinkel Adv. Agency, San Francisco.

MERFELD - SATKIN MORTUARY, Los Angeles, to Hugo Scheibner Adv., Los Angeles.

ART METAL WORKS, Newark (Ronson lighter, electric shaver), to John P. Kane Co., N. Y.

DRACKETT Co., Cincinnati, to BBDO, Chicago.

Connecticut Hookup

THREE Connecticut stations have been linked to form a new regional network, which reports it is already carrying a number of commercials. Called the Connecticut Broadcasting System, the hookup comprises WELI, New Haven; WNBC, New Britain; WATR, Waterbury.

"HOW CAN SHE BE IN SO MANY PLACES?"

It is no mystery to people in the radio business how live talent in one studio can become a true-to-life program over many other stations. Piping programs has become a regular practice.

But in the early days of network programs, there were many technical and practical problems that had to be solved. Telephone research engineers developed special equipment, special switching panels, special telephone cables. Today, trained telephone personnel and delicate instruments guard every sound and syllable of a network program, as it travels from station to station.

BELL SYSTEM
AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES

KATE
250 WATTS
1420 KC

Among other industries Albert Lea and Austin each boast a large packing plant, Hormel's at Austin and Wilson's at Albert Lea. That means all year employment for nearly 4,000 employees. It also means a ready and profitable live-stock market for the farmers in the KATE listening area

ALBERT LEA BROADCASTING COMPANY
E. L. Hayek, Pres.
Albert Lea, Minn.

Studios in
Albert Lea and Austin
MINNESOTA

Agencies

ROBERT COLLINS, former vice-president in charge of the New York office of George H. Hartman Co., has joined the radio division of N. W. Ayer & Son, New York. Mr. Collins has been engaged in radio writing, production and merchandising. He formerly was a member of the copy department of J. Walter Thompson Co., and before that with the Chicago office of Trade-Ways.

EARL PALMER, former assistant advertising manager of Celotex Corp., Chicago, has been named assistant to Jack W. Laemmar, time buyer of Blackett-Sample-Hummert, that city.

DONALD H. LONG, who has handled publicity in the London office of N. W. Ayer & Son, has been transferred to the New York office to work on radio and general publicity. He replaces Joseph Keeley, who recently resigned to join J. M. Mathes, New York.

LEO LESLIE, formerly publicity director of Storyk Bros., New York dress manufacturer, has formed Leslie Associates, an advertising and publicity firm, at 169 W. 26th St., New York.

ROBERT WELCH, of the Young & Rubicam radio department, and Templeton Fox, radio actress, were married Aug. 12 in New York's Little Church Around the Corner.

H. W. KASTOR, head of H. W. Kastor & Sons Adv. Co., Chicago, was in Southern California during August on a combined vacation and business trip.

GENE TURNEY, operator of amateur station W2APT, has joined H. A. Marsh Adv. Agency, New York, to handle technical service to manufacturers in the radio and electrical industries.

FARAON JAY MOSS Inc., Hollywood agency, has leased offices at 1112 Hilldale Ave., that city.

GEORGE McGARRETT of Lord & Thomas New York radio department, was in Hollywood during mid-August on a combined business and pleasure trip.

K. K. HANSEN, vice-president of Russell C. Comer Adv. Co., New York, was in Los Angeles during mid-August to inaugurate the twice-weekly *Casa Loma Autograph Album* on KEHE that city. Featuring Glen Gray's orchestra, the program is listener and audience participation. Originated by Hansen, it is remoted from Palomar dance pavilion, Los Angeles.

ROBERT M. HIXSON, vice-president of Hixson-O'Donnell Adv. Inc., Los Angeles, has returned from three weeks in Alaska on a combined business and pleasure trip.

EDDIE GOULD, time buyer for McConnell, Eastman & Co., Toronto, made a trip in August through Western Canada, calling on stations in the interest of Tip Top Tailors, operating clothing stores throughout Canada and now increasing its radio appropriation.

KENNETH FICKETT, formerly of the BBDO radio department, has joined that division of Wm. Esty & Co., New York.

ED BAUER, formerly with the Russel M. Seeds Co., Chicago, on Aug. 29 joined the sales staff of Mutual Broadcasting System in Chicago.

ARTHUR L. DECKER has been elected executive vice-president of Henri, Hurst & McDonald Inc., Chicago agency. Mr. Decker has been with the agency since 1927.

PRESTON SELZ, formerly of Henri, Hurst & McDonald Inc., Chicago, has joined the radio department of Sherman K. Ellis & Co. there.

KEN BARBER, formerly of the Buchen Co., Chicago agency, has joined The Lyle T. Johnston Co., that city, to head the agency's farm and industrial divisions.

BUCHANAN & Co. Inc., Chicago, will move its offices to 919 N. Michigan Ave. in mid-September.

HELEN RAYMOND, secretary to Carlos Franco of Young & Rubicam's station relations division, has resigned to go to the West Coast.

BILL MEREDITH former continuity director of WLS, Chicago, and more recently of the NBC continuity department, has joined the radio department of Presba, Fellers & Presba, Chicago.

White Labs on 50

WHITE LABORATORIES, New York (Feenamint), on Sept. 6 will start a schedule of daily spot announcements on 50 stations throughout the country. Agency is Wm. Esty & Co., New York.

TRANSCRIPTIONS

STANDARD RADIO, Chicago, announces the following new subscribers to its tailored transcription service: WFMJ KGNO KGFW KRMD WSLI WALR KMED KOAM. Standard is now showing its Christmas series, *Once Upon a Time*, consisting of 26 quarter-hour dramatized fantasies for children.

FIRST of a monthly series of promotion brochures, plugging three of its transcribed programs, *Ozark Minstrels*, *The Second Year*, and *All in The Family*, was recently issued by Broadcasters Mutual Transcription Service, 818 S. Kingshighway Blvd., St. Louis, subsidiary of Technisonic Recording Laboratories, operated by J. M. Althouse and Chas. E. Harrison.

PERRY CRANDALL, formerly of Radio Recorders Inc., Hollywood has been assigned by C. P. MacGregor, transcription concern in that city, to write completing episodes of the *Crimson Trail* series. He succeeds Roy Grandey, who resigned because of illness, and has returned to his Seattle home.

UNIVERSAL Radio Programs Inc., New York, is offering *Over the Backyard Fence*, half-hour program for one-man production designed to accomodate six non-competitive advertisers. The series is planned for broadcast six days weekly, and includes beauty hints, fashion news and other features.

Pacific Agency Shift

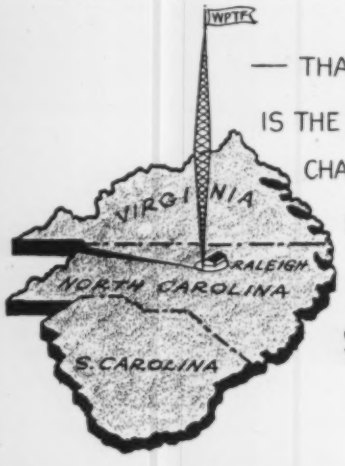
PACIFIC MARKET BUILDERS, Los Angeles advertising agency, has been reorganized with Fred G. Swartz continuing as president. A. J. Cornelson is vice-president and treasurer, and Harrison M. Dunham, secretary-attorney. Lee Cooley continues as radio director, with John B. Kiefer appointed his assistant. Edwin S. Church is production manager; Lee S. Woodruff, merchandising director and Dorothy Richards, office manager. Earl D. Morton has been added as account executive. Hume Seymour and Stuart Klingelsmith, account executives, have left the agency.

FTC Complaint

THE Federal Trade Commission has issued a complaint charging that Best Foods Inc., New York, misrepresents the contents of its Nucoa oleomargarine by claiming it is churned in fresh pasteurized milk and that its flavor and nutritional values are equal to those of butter.

DO YOU KNOW?

—THAT CHOP SUEY IS ALMOST UNKNOWN IN CHINA? IT ORIGINATED IN THE U.S.!



— THAT WPTF, RALEIGH, IS THE ONLY NBC CLEAR CHANNEL STATION OF AS MUCH AS 5,000 WATTS, IN NORTH CAROLINA, SOUTH CAROLINA OR VIRGINIA?

WPTF RALEIGH, N.C.
5,000 WATTS-CLEAR CHANNEL
FREE & PETERS, INC., NAT'L REPRESENTATIVES

2,300,000
New Englanders
comprise the potential listening audience of station
WLAW
Lawrence, Massachusetts
680 Kilocycles 1,000 Watts

The Advertiser's Dollar

(*Continued from page 11*)

page is rated by publishers as reaching 7% of total circulation, but CBS concedes this page more than twice that—15%. For $31,600, then, the advertiser's message would deliver 2,026,870 readers, or *$15.59 for 1,000.*

The typical evening half-hour radio program uses a network of 58 stations, and CAB rates it at 8.5%. Thus it reaches 1,785,000 actual listener-homes for $11,476.50, or *$6.42 per 1,000.* While Gallup estimated a 10% readership for a *better-than-average* half-page in newspapers, CBS grants the same figure to an *average* ad in those 58 cities, where 961,637 readers would be delivered for $21,445, or *$22.30 per 1,000.* For slightly more than the radio cost, a black-and-white half-page could be bought in four leading magazines. If those magazine-sponsored studies are right, 7% of the total circulation would read a better-than-average full page. By practically quadruple generosity, CBS concedes the same success to this average half-page, whereby 734,174 reader-homes could be reached for $11,550, at a rate of *$15.73 per 1,000.*

Final comparison, by the same method, ranks an average 15-minute daytime radio program against an average newspaper half-page and the average half-page readership rate for five leading magazines. Percentage of efficiency credited to each medium in this case is: radio, 4.3%; newspapers, 10%; magazines, 7%—latter two being *at least double the only available* estimates, while radio's is supplied by CAB. Results, in terms of cost per 1,000 actual listener- or reader-homes: radio, $3.33; newspapers, $21.62; magazines, $16.42.

At every point in its analysis, CBS has been careful to adhere strictly to minimum data in weighing the efficiency of radio, and equal care has been taken to extend generous concessions to the other media's estimates. As a result, there is here presented, for the first time in public print, an actual dollars-and-cents evaluation of the three major media.

ARCHIBALD MacLEISH, Pulitzer prize-winning poet whose poetic drama, *Fall of the City*, was presented by the *Columbia Workshop* in April 1937, is working on the final draft of another verse drama, *Air Raid*, to be presented over CBS, probably late in September.

WJBY

GADSDEN, ALA.

. . . intensified coverage of Alabama's SECOND industrial area . . .

COMPLETE
Merchandising Service

New Firm Offering Free Radio Music

Davis Flays ASCAP Royalties; Offers "Perpetual Licenses"

AN AMBITIOUS project directed toward ultimate solution of the radio copyright problem was announced Aug. 15 by Kenneth C. Davis, former Seattle attorney, in a seven-page letter sent to all stations in the United States and Canada.

Announcing formation of the music publishing firm of Davis & Schwegler, in Los Angeles, Mr. Davis said his plan looked toward use of music by radio, "without payment." The plan is to amass some 50,000 available songs, which he claimed was twice the number controlled by ASCAP, and to give radio "a perpetual license to use our music at no charge whatsoever."

He said that within the next six months he and his associate, Paul Schwegler, a former football star, would place some 3,000 programs, musical and dramatic, upon transcriptions and phonograph records. These would be sold, or rented to stations as a complete library service. The copyrights on such recorded tunes, he said, will provide "free perpetual use to radio." If stations purchase these transcriptions, Davis & Schwegler will grant them the right to use all its phonograph records and all its popular sheet music.

"This will mean local and affiliated stations broadcasting local programs can cease paying ASCAP altogether for such programs", Mr. Davis stated, because the tunes on our transcriptions, the music on our phonograph records, and our published popular music, are all controlled by us and will be given to you copyright free. * * *"

Mr. Davis explained he was formerly managing director of the Washington State Association of Broadcasters and that he was author of the Washington State anti-ASCAP law, which served as the pattern for enactments in several other states.

He criticized stations for yielding to the pleas of song pluggers, declaring that radio has made their music popular and that the same publishers procure some $5,500,000 a year in copyright royalties. The composers themselves, he said, profit but little. He charged ASCAP was controlled by its publisher membership and said thousands of non-ASCAP song-writers now are being organized.

Regarding network programs, Mr. Davis said that such music eventually will be cleared at the source. "That is inescapable," he said. He added ASCAP has no right to collect from affiliated stations where the network has paid once. A little heard of decision of the Federal Court in California and several decisions of the Supreme Court, he contended, sustained this view. Mr. Davis said that his organization plans to buy time on a "national radio hookup in order to exploit our new songs."

"If radio time is so valuable to us in the exploitation of our new songs, and if it is worth buying," he said, "why give it free to the ASCAP publishers? Why not make them pay for it, at least in free performing rights? If you are going to give it to them, then give it to us too, as we will not turn around and charge you five and one half million dollars after you have created a demand for the songs."

Mr. Davis said Mr. Schwegler during September will make a trip around the country and will personally explain the project.

Arco Skate List

ARCO TUBULAR SKATE Corp., Endicott, N. Y., on Nov. 15 will start sponsorship of *Behind the Scenes in Sports*, featuring Bill Stern. The quarter-hour program will be heard once a week live on WEAF, New York, and via RCA transcriptions on WGY KDKA WCCO KSL WBZ-WBZA WTAM WJR WMAQ KFAB KOA KJR. Agency is Gussow, Kahn & Co., New York.

Get Your Share In HAWAII'S

$142,186,243.47 Market *

With

KGMB - KHBC

HONOLULU HILO

*Retail Sales:
Fiscal Year 1937-8

Representatives:

CONQUEST ALLIANCE CO., INC.
New York, 515 Madison Ave.
Chicago, 203 N. Wabash Ave.

JOHN BLAIR & COMPANY
San Francisco, Russ Building

SERVICE: (according to Webster)

[the condition or occupation of a servant]

. . . . . and to act truly as the *servant* of its listeners is the constant goal of WSYR. Only by keeping this definition ever in mind has WSYR been able to win and hold the respect and confidence of a critical public.

Sound programming (plus technical excellence) brings the finest in entertainment, education, news and sport to over a million friendly listeners.

Furthermore, two years ago WSYR created an intelligent program board of its listeners to double-check all programs, to criticize and to suggest. Such a unique policy builds firm public favor.

WSYR now carries both Red and Blue NBC programs. It is the only Syracuse station to carry the Syracuse "Chiefs" ball games . . . Syracuse University football games . . . and Sunday Services of four Syracuse Churches. These are but a few of the exclusive ways in which WSYR truly serves its listeners.

570 kc.

WSYR
SYRACUSE

CBC Shifts Managers

PETER AYLEN, manager of the Canadian Broadcasting Corp.'s 50,000-watt CBL, Toronto, has been moved to a similar position at CBR, Vancouver, while J. R. Radford, manager of CBR, is being transferred to CBL, the changes to take place Oct. 1. The moves were made in accordance with a new policy of staff mobility designed to broaden the national outlook of CBC executives. They were announced at the close of the third annual CBC national program conference in mid-August.

WCBS

The Salesway to Central Illinois.

NATIONAL REPS. SEARS AND AYER CHICAGO NEW YORK

SPRINGFIELD ILLINOIS

ASSOCIATED WITH THE ILLINOIS STATE JOURNAL

ILLINOIS 2nd MARKET

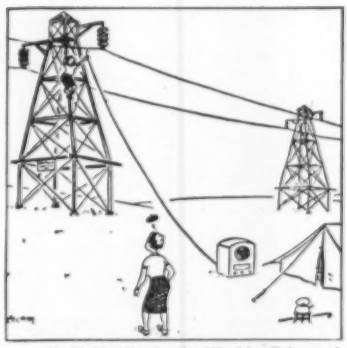
Contrast in Visual Methods Explained

Mobility Sought in America; British Less Spectacular

TELEVISION program methods in England are markedly different from the methods employed in American experimental studios, declared Thomas H. Hutchinson, NBC television program director, as he returned recently from a six-week inspection tour of European television projects.

He said the difference arises primarily from different conceptions of the purpose of the new art, with British producers seeking to give "a simple and straightforward visual account of what is taking place in front of the cameras", and American experimenters stressing camera mobility to pick up different angles and give variety to the image.

Another observation on visual broadcast development was entered at a press luncheon in New York Aug. 23 when Marshall Wilder, director of the television laboratories of National Union Radio Corp., Newark, who also recently returned from a two months' tour of Europe, that television will never take radio's place in the public life nor as an advertising medium. Television will act only as a supplement to radio because people cannot and will not look at pictures more than three or four hours daily, he declared. He pointed out that English and German manufacturers both recognize this and have incorporated all-wave radio in their television receivers.



Sheffield (England) Weekly Telegraph

"Now we shan't be long before we have the radio going."

Diversity of Angles

Commenting on the differences in program treatment in England and the United States, Mr. Hutchinson said:

"In televising an item of entertainment in the studios, for instance, British producers evidently assume that a singer is more or less static. Accordingly, they move their cameras about much less than we do. In the NBC experimental studios at Radio City we have favored extreme mobility of cameras. We use as many cameras as we can on a single subject and try to pick up different angles to give variety to the image.

"We have, of course, been helped by our instantaneous switching system, which enables us to cut from one camera to another without the loss of a split second's viewing. The British use a superimposed fade, which although it has advantages for certain types of production, requires considerably more time for switching."

Much of the difference in English and American program methods, Mr. Hutchinson pointed out, is due to the fact that in England television must maintain a daily schedule for the public, while in the United States it still is in an experimental stage. This makes for greater freedom and eventually more satisfactory service in the American studios, he predicted.

Mr. Wilder, who attended the Olympia radio show in England, reported that television sets incorporating all-wave radio are selling there for about $200. He says that most of them carry a 9-inch picture, while a year or two ago 12-inch was more common. Transmission in England is inferior to that in this country, he commented, not because the English have slipped, but because of the great strides made in recent months by American engineers.

However, German television is the finest in the world, according to Mr. Wilder. More work is being done there than in England, and both transmission and reception are superior. Germany will start regular transmission of television programs about Oct. 1, and also plans to send pictures by telephone over short distances of one and two miles.

RCA Institutes Offers Training in Television

RCA INSTITUTES, 75 Varick St., New York, on Sept. 6 will start its courses in television engineering. For persons who have had no previous training in radio engineering, the course requires a period of two years in the day school or five years in the evening school at a cost of $870. Special television units of six months duration in the day school or one year in the evening school are available to applicants with adequate technical background at $60 per unit.

With the inauguration of television field tests, RCA Institutes assigned two of its instructors to the engineering group in charge of the experimental work. These instructors have had immediate contact with development and have studied at first hand the problems with which the new art has been confronted. Concurrently other members of the school staff have been engaged in the preparation of lesson material and construction of special television demonstration equipment.

WITH a coaxial cable now laid between London and Birmingham, the BBC is expected shortly to begin a television station in the latter city, reports the *Manchester Guardian*.

50,000 WATTS

FALL 1938

A new day in your Virginia profits!

WRVA RICHMOND Virginia's No. 1 market

PAUL H. RAYMER CO., National Representative: New York, Chicago, Detroit, San Francisco

"Mind if I listen to CKAC? . . . It's my favorite station, too!"

CKAC, Montreal (Canada's Busiest Station)

Nets, Affiliates to Consult

(*Continued from page 13*)

network or a two-station hookup. Should the conclusion be reached as a result of the FCC deliberations that responsibility should be placed at the source, according to the view of some broadcasters, it would automatically mean that networks would have to assume responsibility for clearance of music for their affiliates. Revision of ASCAP contracts to accord with such a principle obviously would ensue.

Following adjournment of the Chicago session, Mr. Rosenbaum explained that in addition to the 85 broadcasters present there were letters from other stations indicating that 150 network outlets were present or expressed approval of IRNA out of 260 network affiliated stations. Membership of an affiliate in the NAB automatically makes him a member of IRNA but NAB membership will be necessary to procure IRNA representation, he declared. At present there are 211 affiliates which are NAB members and 49 which are non-NAB members.

Community of Interest

Outlining results of the sessions, Mr. Rosenbaum said the pending network investigation was discussed and it was recognized that affiliates "have a common interest with the networks to protect and preserve the American System of network broadcasting." On the other hand, he related, a number of subjects were discussed "in respect of which it was asserted that the views of the affiliates should be taken into consideration by the networks in the formation of network policies.

"The view was expressed that in order to enable the affiliates to come forth sincerely and cooperate with the networks in expounding the merits of network broadcasting as practiced in the United States, some measure must be devised to satisfy the affiliates that their views with regard to network operating policies will be given proper consideration."

Mr. Rosenbaum then explained that the executive committee was instructed to confer with the networks and seek to reach an agreement on the setting up in each network of a "board of policy" which would have nothing to do with the board of directors of the network corporation but would have control over the formation of network policy and in which the affiliates of each network would have adequate representation. He added the scope of the authority of such committees was to be determined.

"The committee also was instructed to prepare and present to the Commission at its hearings," said the IRNA chairman, "a case setting forth the views of the affiliates as a group on the subject of networks broadcasting. What the nature of this case will be will depend to some extent upon the kind of assurances which can be received by the committees from the networks on the subject of elimination of modification of practices regarded by the affiliates as being undesirable from the point of view of the listeners in the local area."

Neville Miller, NAB president, was present at the convention and assured the delegates of the parent organization's cooperation. At the next board meeting of the NAB, he said, action would be taken accepting the establishment of IRNA as a section of the NAB and making available to it office facilities and the executive staff at headquarters. An appropriation of $2,000 to cover the necessary disbursements and operating expenses also will be sought.

Ralph Wentworth, of Langlois & Wentworth, New York transcription producers specializing in a public domain library, outlined to the convention the scope of his company's activity and discussed copyright generally. It is understood he will be asked to address the next meeting of the NAB board of directors on the subject.

Present at the Chicago IRNA session Aug. 16, were:

H. J. Brennan, WJAS; George L. Young, WSPD; H. K. Brennan, WJAS; C. Robert Thompson, WCOL; Edgar H. Twamley, WBEN; Kenneth B. Johnston, WCOL; Geo. R. Hahn, KSOO; Clarence Leich, WGBF, WEOA; Luther Hill, KSO, KRNT, WMT; Walter Haase, WDRC; C. M. Everson, WHKC; Walter Evans, WOWO, WGL; Martin L. Leich, WGBF, WEOA; Joe P. Wilkins, KFBB; Wm. W. Behrman, WBOW; Robert T. Convey, KWK; Dwight S. Reed, WSGN; S. E. Adcock, WROL; W. C. Swartley, WOWO, WGL; Richard H. Mason, WPTF; Wm. J. Scripps, WWJ; Walter J. Damm, WTMJ; Earl J. Glade, KSL; Edwin W. Craig, WSM; J. Leonard Reinsch, WHIO. Hugh P. Powell, KGGF; Arthur B. Church, KMBC; James D. Shouse, WLW; Miss N. G. Mason, WIRE; Gene Pulliam, WIRE; Ted Matthews, WNAX; P. A. Loyet, WHO; Donald Withycomb, WFIL; G. W. Norton, Jr., WAVE; J. O. Maland, WHO; Clarence T. Hagman, WTCN; Edward W. Hamlin, KSD; E. B. Craney, KGIR, KPFA, KFPY; Harry Stone, WSM; L. B. Wilson, WCKY; Leo Fitzpatrick, WJR; Wm. B. Way, KVOO; H. Dean Fitzer, WDAF.

Gene O'Fallon, KFEL; Stephen P. Willis, WPRO; Harold E. Smith, WOKO, WABY; William Fay, WHAM; Martin Campbell, WFAA, WBAP; Donald G. Graham, KOKO, KJR, KGW, KHQ, KGA, KEX; Hoyt B. Wooten, WREC; Peggy Stone, Hearst Radio; Campbell Arnoux, WTAR; Paul W. Morency, WTIC; H. W. Slavick, WMC; Leon Levy, WCAU; Don S. Elias, WWNC; Norman A. Thomas, WDOD; Mark Ethridge, WHAS; Neville Miller, NAB; John J. Boyle, WJAR; M. L. Burbaut, WJAR; William Cherry, Jr., WPRO; Herb Hollister, KANS; Theodore C. Streibert, WOR; Lambdin Kay, WSB. John J. Gillin, Jr., WOW; B. Bryan Musselman, WCBA; Allan T. Simmons, WADC; John Shepard, 3rd, Yankee Network; Clarence Wheeler, WHEC; John A. Kennedy, WCHS, WPAR; Albert Swinsky, Jr., KRLD; E. Kendall Johnson, WOKO, WABY; Robert S. Maslin, Jr., WFBR; Glenn Snyder, WLS; Edgar L. Bill, WMBD; I. R. Lounsberry, WGR, WKBW; W. R. Ringson, WRDW; Wm. B. Quarton, WMT; E. C. Reineke, WDAY; Stanley E. Hubbard, KSTP; John J. Storey, WTAG; Franklin D. Schurz, WSBT; W. H. Summerville, WGST; A. C. Chilton, KLRA; G. Richard Shafto, WIS; John Rivers, WCSC.

Ahoy, Lubbers!

BROADCASTERS attending the IRNA convention in Chicago Aug. 16 came by rail, motor, air—and one came by water. He was Stanley Hubbard, president and general manager of KSTP, St. Paul, who dropped the anchor of his new yacht within sight of the Stevens Hotel, convention headquarters, overlooking Lake Michigan. Mr. and Mrs. Hubbard used the boat as their temporary residence while in Chicago.

WBIG, Where Business Is Good IN GREENSBORO, N.C.

AUGUST 1938 . . . in WBIG's area . . . shows an increase over August 1937, in retail clothing of 10%; ladies ready to wear, 10%; department store, definite increase; retail drug, 5%; furniture, best in five years; automobile, best in six months; tobacco, corn and other crops, best in forty years; radio advertising up 35%.

Again we say . . . .

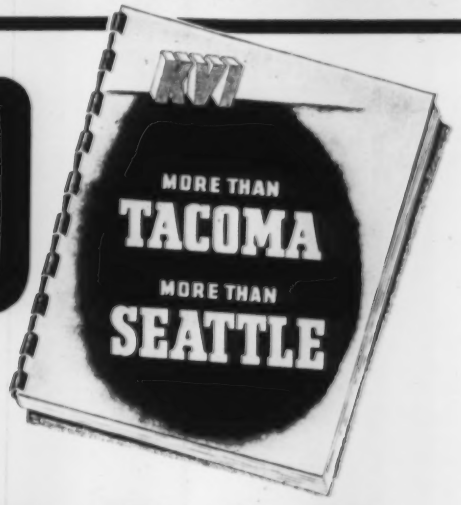
"WBIG, WHERE BUSINESS IS GOOD"

A Columbia Station!

Geo. P. Hollingbery Company Natl. Reps.

Write Edney Ridge Director for "COLD FACTS"

10 MORE THAN TACOMA MORE THAN SEATTLE



Now, for the first time, the complete story of the great Northwest market. 52 pages of facts and pictures—free.

GREAT MARKETS

THIS book tells you why the Pacific Northwest is definitely one of America's *first* markets. Tells you why KVI covers it more completely, at lower cost. Your copy is *free*. A post card addressed to either KVI studio brings it to you. KVI, Rust Building. Tacoma—Olympic Hotel, Seattle, Washington.

FREE AND PETERS—NATIONAL REPRESENTATIVES

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

UNITED PRESS NEWS
Is a Better Buy!
It's the ONLY COMPLETE NEWS SERVICE available to radio.
Write or Wire for Availabilities and Rates.
BASIC STATION OF COLUMBIA BROADCASTING SYSTEM
National Representatives
PAUL H. RAYMER COMPANY

•
News
is your best bet
TRANSRADIO
•

AIR YOU BUYING AIR—OR PEOPLE?

If you're feeling lavish and far-flung, you can squander a heap of dough amidst the virtually unpopulated hills and hollows of the Kentucky mountains. *Or*, on the other hand, you can use WAVE to sell the *Louisville* market—and *omit* 93 Kentucky counties that add much to your selling costs, *but not much to sales!* . . . To illustrate: WAVE's audience owns 67% more wired homes and 59% more passenger cars, than found in all of those other 93 counties, *combined!* . . . So use WAVE—pay *less*—and cover the *bulk* of Kentucky's buying power, all in one! An N. B. C. Outlet.

National Representatives
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

Studio Notes

SPLASH by splash account of dunkings in the public horsetrough, for Amarillo citizens who failed to don western attire for the *Old Southwest Days* celebration, was broadcast recently by KGNC, Amarillo. With Monte Rosenwald at the mike, the broadcast featured interviews with dunkees as they lay in the trough.

CKTB, St. Catherines, Ont., moves into new studios Sept. 1, according to an announcement of E. T. Sandell owner of the 100 watt station. Housed in a mansion built in 1823, the new studios inherit the thick walls and partititions built more than a century ago, and useful in radio stations. The building which houses the new studios is set in spacious grounds with lawns, hedges and shade trees. A neon sign calls attention to the studios and visitors are invited.

MOBILE unit VE9DZ of CJRC, Winnipeg, was recently sent to Regina for remote control broadcasts from the Regina Agricultural Exhibition over CJRM, Regina, sister station of CJRC. It was the first appearance of a mobile broadcasting unit in Regina. The unit was in charge of CJRC's chief studio engineer, Ken Cameron, with Don Wright and Clair Chambers as announcers.

CKAC, Montreal, has air conditioned and rebuilt its studios with the latest Johns-Manville products and a Westinghouse air conditioning system. A new Orgatron electric organ has been installed in one studio.

CBR, Vancouver, recently completed new studios, reported by eastern executives as among the finest on the Pacific coast. The new studios are modernistic in design, and provide visibility from the control rooms to all parts of the new building.

HOBBY of Olin Brown, control operator at WFAA, Dallas, is transcribing popular books and pamphlets into Braille for use of the blind. Here he is working on a Braille machine furnished him by the American Red Cross. One of the pamphlets which Brown transcribed, *Amateur Radio Operator's Examination Manual*, was used by a blind youth at Fort Worth who later obtained his amateur operator's license.

20th CENTURY Radio Productions, Hollywood, has prepared audition transcriptions of four new shows. *If It Had Been You*, an audience participation series written by Fred Gehrmann and Tom Bleecker; *Suspicion*, a listener participation program by Willis M. Parker; *Exclusive Story*, newspaper dramas authored by Howard W. Fisk, and *20th Century Juvenile Revue* by Peter Potter.

KENNETH H. BERKELEY, general manager of WRC-WMAL, Washington, D. C., has announced the start of six new programs on the Washington NBC stations, to be followed this fall by ten more, all written and produced under direction of Fred Shawn, assistant manager. The programs include *The Sports Detective*, audience quiz on sports subjects; *Petticoat Lane*, thrice-weekly fashion chats by Frances Witte; *Man About Hollywood*, thrice-weekly movie star gossip; *It's a Fact*, with Bill Crago's human interest stories; *Camera Club of the Air*, giving expert advice on photography through interviews with ace professionals and amateurs, and *Missing Persons Bureau*, daily midnight feature carried in cooperation with the Washington Police Department.

THIRTY THOUSAND persons attending the Community Sing and Concert at Devou Park, Covington, Ky., Aug. 17, remained at the park bowl to listen to the broadcast of the Ambers-Armstrong fight on WCKY, Cincinnati. Cooperating with a citizens' committee sponsoring the concert, L. B. Wilson, president and manager of WCKY, arranged for installation of loudspeakers at the park, and announcements were made that the concert audience could hear the fight if they remained in their seats.

THIRTY-ONE teams from the Davenport, Moline and Rock Island communities entered the third annual softball tournament sponsored by WHBF, Rock Island, which began late in August and will end with the championship tilt Labor Day night at the Rock Island ball park. Participating teams are charged a $5 entry fee; spectators pay 25 cents admission; and members of the winning team get an all-expense trip to Chicago to take in a major league baseball game. Ray Anderson, special events manager of WHBF, has charge of the softball contests, as well as the annual basketball and bowling tournaments.

WJZ, New York, on Aug. 15 began its broadcasting day at 6:30 a. m. to bring early-rising commuters weather forecasts, time signals, news bulletins and road information, NBC announced recently. WEAF, NBC-Red key in New York, also began its broadcast schedule an hour earlier, beginning Aug. 22.

KIT, Yakima, Wash., which increased its power to 1,000 watts Aug. 14, is planning new studios. Station is owned by Karl E. Haymond, operator also of KMO, Tacoma, and managed by James A. Murphy.

WITH TELEPHONE lines restricted to official calls, KTSA, San Antonio, recently managed a broadcast of Texas National Guard maneuvers at Camp Bullis, 20 miles outside San Antonio, by sending the KTSA sound truck to the scene and recording the event. The following night the transcriptions were broadcast, and KTSA listeners heard a full hour description of the maneuvers by Charles Belfi, along with speeches of reviewing officers, including Gov. James D. Allred, Gov.-designate W. Lee O'Daniel, and other high officials.

BROADCASTING a part of the White Top Mountain Music Festival, in Southwest Virginia, WRVA, Richmond, claimed a scoop after it had packed recording and remote equipment into a studio car, driven 320 miles to White Top, and there transcribed highlights of the festival. Next day the transcriptions were edited, filled in with explanatory announcements, and broadcast. Walter R. Bishop, public relations director of WRVA who arranged the pickup with festival officials, and Leonard Whitehorne, of the technical staff, did the field work.

ANSWERING the problem of securing an appropriate antenna for broadcasting a local golf tournament, Armand G. Belle Isle, chief engineer of WSYR, Syracuse, N. Y., used an ordinary 30-foot bamboo fishpole as an effective extension. Complete coverage of the four-day meet was broadcast from the links by pack transmitter.

*HOW FORCIBLE ARE THE RIGHT WORDS!

Old Testament, Job, VI, 25

*Put not your trust in money, but put your money in trust.

O. W. Holmes, "The Autocrat of the Breakfast Table"

*The ability of KFH to forcibly impress its rich Wichita market with the right words has inspired advertisers to put their advertising dollars in the trustworthy hands of this powerful selling media.

KFH WICHITA • KANSAS
Basic Supplementary, CBS

National Representatives, Edward Petry & Co., Inc.

KQW SAN JOSE CALIFORNIA

Want to reach 53,000 farm people harvesting the largest crop in years?

Get on KQW, the only station in the Santa Clara Valley.

Full Mutual Don Lee Network Schedule

Representatives
John Blair & Company

"*A Blind Spot*" for All Outside Stations—

IF you want to Cover Rich Central Pennsylvania You *MUST* Use

WFBG
Altoona • Pa.

TO LET rural listeners actually see a broadcast, WMT, Cedar Rapids, Ia., has started taking its entire noon show to small town celebrations over the state for personal appearances. The hour show is sold to individual towns as a crowd-puller for its events for a price merely sufficient to cover the cost of transportation and station lines, while the station in return plugs the event on the air and stages the show.

WHEN LIEUT. McDonald and Patrolman Lynch of the Police Department's Honor Legion were shot Aug. 14 by a crazed assailant, WNYC, New York, which was broadcasting the legion's annual memorial services, picked up the sound of shots, shouts and calls for ambulances. Tommy Cowan, chief announcer, who was handling the broadcast, signed off the air; meanwhile, Joseph O'Mara, engineer on duty at the studios, had heard the indications of tragedy and notified police headquarters. Eight minutes later the station broadcast an explanation of the unscheduled sounds.

KELLOGG Co.'s *Singing Lady*, Irene Wicker, made her last radio appearance of the present series on Aug. 11, and departed shortly thereafter for a European vacation. *Don Winslow*, for Kellogg's Krispies, has taken over the NBC-Blue period in which Miss Wicker has been heard.

WMCA, New York, has issued a new rate-card, effective Oct. 1, increasing its rates approximately 20%. The station's rates have not been increased since 1935 despite a power increase and improved production and studio facilities.

KLS, Oakland, Cal., which operates as a 24-hour station, will inaugurate a 24-hour news service Sept. 1, using INS for hourly flashes.

KGKO, Fort Worth, is scheduled to open a Dallas studio and offices about Sept. 1, with Phil Griffith as the Dallas sales representative.

KGVO, Missoula, Mont., is installing new studios to be ready for occupancy about Nov. 1. Manager Art Mosby is supervising construction.

KTHS, Hot Springs, Ark., was heaped with congratulations recently for its part in the apprehension of Earl Young, murderer of Betty Schnaidt, Sioux Falls, S. D. high school girl. Cooperating with KSOO, Sioux Falls, KTHS broadcast a detailed description of Young, who was believed to be heading South, and the following day, after the criminal's capture and death at the hands of Hot Springs police, KTHS gave full details of the hunt on a quarter-hour program fed over special leased wire to KSOO.

KIDO, Boise, Idaho, for the Western Idaho State Fair, held in Boise Aug. 23-27, built a complete crystal studio layout on the fairgrounds, with news room, recording studio and speaking studio, and broadcast about two hours of special programs daily beside originating several regular programs from the remote setup.

STEAK DINNER on the grounds of the transmitter plant of KOIN, Portland, Ore. under the new 540-foot tower Aug. 11 marked the end of a three-day regional convention of the Institute of Radio Engineers.

DYNAMITE IN CHICAGO!

Get the impartial survey that blasts all prejudices on Chicago radio! Write for it—read with an eye to fall business! The sensational truth about a market you *can't touch* without

WGES - WCBD - WSBC

Golden Silence

WFIL, Philadelphia, has what it insists is a bona fide offer to buy five minutes of silence daily for a four-week trial. The program would be preceded and followed by a 30-word commercial, and at midpoint interrupted with a brief announcement that "This period of peaceful silence is coming to you through the courtesy of ———!" The agency refuses to name its client until the contract is signed, and meantime Donald Withycomb and George Jaspert, general and local sales-manager respectively, can't decide what to do about it.

Ford Symphony on CBS To Run Sept. 11-June 4

FORD MOTOR Co., Detroit, will return *Ford Sunday Evening Hour* for its fifth successive season Sept. 11 on 93 CBS stations, with Eugene Ormandy conducting the first eight of the weekly series of concerts by the Ford Symphony Orchestra which will extend until June 4, 1939, Sundays, 9-10 p. m. (EDST).

As guest conductors, in addition to Mr. Ormandy, John Barbirolli, Jose Iturbi, Fritz Reiner, Wilfred Pelletier, and Franco Ghione will appear for intervals of several weeks.

Richard Tauber, Jussi Bjoerling and Beniamino Gigli, European artists new to American radio, will be soloists on the programs, along with John Charles Thomas, Gladys Swarthout, Richard Crooks, Lawrence Tibbett, Kirsten Flagstad, Elisabeth Rethberg, Richard Bonelli, Lauritz Melchior and Lily Pons. Programs will be supplemented by the 26-voice Ford Mixed Chorus, and intermission talks by W. J. Cameron, public relations counsel of Ford Motor Co. Agency is N. W. Ayer & Son, New York.

Manhattan Soap Campaign

MANHATTAN SOAP Co., Brooklyn (Sweetheart soap), about Oct. 1 will start weekly quarter-hours on New York stations WABC, WJZ, and WEAF, to run for three months. At the same time, about 75 stations throughout the Northeastern section of the country will carry one-minute transcribed announcements. Peck Adv. Agency, New York, is in charge.

EARNERS! SPENDERS!

● Consistently active industries keep money flowing freely in the territory covered by WAIR. Tap this rich, receptive market through the sales power of—

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

McLaughlin Heads WIBC, New Indianapolis Outlet

WITH C. A. McLaughlin as general manager, Indianapolis' new outlet, originally assigned the call letters WGVA, which has been changed by FCC authority to WIBC, expects to be ready to go into operation the week of Sept. 12. Mr. McLaughlin until recently was sales manager of WHK and WCLE, Cleveland.

Mr. McLaughlin

The new station, a 1,000-watt daytime outlet on 1050 kc., will be operated by Indiana Broadcasting Corp., 100% of the stock of which is owned by Glenn Van Auken, Indianapolis attorney. RCA equipment is being installed throughout and studios and offices are being constructed on the sixth floor of the Indianapolis Athletic Club.

Peters Shoes Air

PETERS SHOE Co., St. Louis, a subsidiary of International Shoe Co., started Aug. 26 for 13 weeks using a transcription campaign on a group of stations nationally. The thrice-weekly quarter-hours *Federal Agent*, were produced by 20th Century Radio Productions, Hollywood, and cut by Aerogram Corp., that city. Placing direct, the firm anticipates using approximately 40 stations in its campaign to promote Weather Bird Shoes.

Pittsburgh Injunction

THE preliminary injunction granted Aug. 8 against KQV, Pittsburgh, pending the suit of Pittsburgh Athletic Co., General Mills, Socony-Vacuum Oil Co. and NBC against the station for "unauthorized" play-by-play broadcasts of Pittsburgh Pirates games covers both home and away games, and not merely home games, as stated in BROADCASTING (Aug. 15). Although Federal Judge F. P. Schoonmaker declared early in his opinion that in view of certain stipulations by KQV a preliminary injunction was apparently unnecessary as for the away games, in the decree he stated definitely that the injunction extended to include all Pittsburgh Pirates games.

BOOST SALES
IN THIS RICH MARKET

5000
WATTS DAY

1000 WATTS NIGHT
ON OR ABOUT OCTOBER FIRST

KTUL

"YOUR FRIENDLY COLUMBIA STATION IN TULSA"

WBAL
MEANS BUSINESS IN BALTIMORE

America's 8th Market

Retail Sales--more than **$300,000,000** *annually*

It Happened Again

ANNOUNCER of a Detroit station, in excellent form, was busily interviewing watchers during a man-on-the-street broadcast. Calling a bystander to the mike, he remarked, "Now young man, tell us your name and your occupation and the outstanding feature about your business". "My name is Bob Longwell. I'm announcer at WJBK. And we specialize in 14 newscasts a day" was the truthful reply.

Liquor Ad Meeting

FIRST national liquor advertising conference since repeal open to industry members and the public was tentatively called for "early autumn" by W. S. Alexander, administrator of the Federal Alcohol Administration, as he addressed a meeting of the National Alcoholic Beverage Control Assn. at Portland, Ore., Aug. 24. The exact date is to be fixed by Mr. Alexander and representatives of the National Conference of State Liquor Administrators and the Monopoly Control States. Following the suggestion of Mr. Alexander at its St. Paul meeting June 13, NCSLA adopted a resolution authorizing the conference "to meet for the purpose of advocating uniform alcoholic and beverage advertising regulations for the entire country on the basis of the FAA rules and regulations."

the CJBR key to the Lower ST. LAWRENCE

Says the Editor of an Eastern Canada Newspaper

Le Progres Du Golfe

"Motoring through the Saguenay District I noticed that from morning till night all the Saguenayan radio sets were tuned to CJBR. This is the only station, excepting those in Quebec and Montreal, which operates full time. You may imagine the pleasure that comes to Saguenay homes each day when they hear the morning prayer, followed by numerous, varied, well-chosen programs throughout the day, and in the afternoon announced by the clear cool voice of a woman."

CJBR

1000 Watts

RIMOUSKI · QUEBEC

NETWORK ACCOUNTS

(All time EDST unless otherwise specified)

New Business

GENERAL FOODS Corp., New York (Diamond Crystal salt), on Oct. 4 starts *Kate Smith* on a CBS network, Tues., Thurs., Sat., 12-12:15 p. m. Agency: Benton & Bowles, N. Y.

P. LORILLARD Co., New York (Old Gold cigarettes), on Nov. 20 starts *Robert Benchley* on 60 CBS stations, Sun., 10-10:30 p. m. Agency: Lennen & Mitchell, N. Y.

LEVER BROS. Co., Cambridge, Mass. (Rinso soap), on Sept. 20 begins *Big Town* on 60 CBS stations, Tues., 8-8:30 p. m. EDST. Agency is Ruthrauff & Ryan, N. Y.

KLEENEX Co., Chicago (tissues), on Oct. 3 starts *Her Honor, Nancy James*, on a CBS network, Mon. thru Fri., 12:15-12:30 p. m. Agency: Lord & Thomas, Chicago.

VICK CHEMICAL Co., Greensboro, N. C., on Sept. 25 starts *Seth Parker* on 55 NBC-Blue stations, 7:30-8 p. m. (repeat 12 midnight). Agency: Morse International, N. Y.

LEVER BROS. Co., Cambridge, Mass. (Lux soap), on Sept. 12 resumes for the fourth year *Lux Radio Theatre* on 59 CBS and CBC stations, Mon., 9-10 p. m. Agency: Ruthrauff & Ryan, N. Y.

LEVER BROS. Co., Cambridge, Mass. (Lifebuoy soap), on Sept. 20 resumes *Al Jolson* on 60 CBS stations, Tues., 8:30-9 p. m. (repeat 12-12:30 a. m.). Agency: Ruthrauff & Ryan, N. Y.

GENERAL FOODS Corp., New York (Sanka coffee), on Sept. 27 resumes *We, the People*, with Gabriel Heatter, on 51 CBS stations, Tues., 9-9:30 p. m. Agency: Young & Rubicam, N. Y.

LOS ANGELES SOAP Co., Los Angeles (White King Soap), on Aug. 2 started for 10 weeks participation in *Early Morning News* on 13 California Don Lee network stations, Tues., Thurs., Sat., 7:45-8 a. m. Agency: Barnes-Chase Co., Los Angeles.

WERNET DENTAL Mfg. Co., New York (Polident), on Sept. 6 starts for 10 weeks, participation in *Early Morning News*, on 13 California Don Lee network stations, Tues., Thurs., Sat. 7:45-8 a. m. (PST). Agency: Husband & Thomas Co., N. Y.

INSTITUTE OF APPLIED Science, Chicago (correspondence school), on Sept. 13 starts for 13 weeks *Don Wilkie* in crime talks on 13 California Don Lee network stations, Thurs., 8:30-8:45 p. m. (PST), starting Mon., Nov. 14, 9:15-9:30 p. m. Agency: Matteson-Fogarty-Jordan Co., Chicago.

For specialized and intimate approach to the FOREIGN RESIDENTS

69%

OF METROPOLITAN NEW YORK

the answer is WBNX NEW YORK

1000 WATTS DAY AND NIGHT

The Station that Speaks Your Language

Low Cost of Radio

IN A comprehensive test which pitted broadcasting advertising against the printed word, 3ZB of Christchurch, New Zealand, demonstrated its low cost of pulling power against that of six publications. The product was a well-known line of toilet preparations, whose advertising was keyed with coupons inviting readers to send for samples. The sample offer was made in one 100-word announcement over the station. An analysis of replies revealed that the total cost per response through the broadcast medium was 3½d (about 6 cents), as against 1/5½ (29 cents) to 6/3½ (86 cents) for the other media.

GENERAL FOODS Corp., New York (Grape-Nuts), on Oct. 10 starts *Al Pearce and His Gang* on 79 NBC-Red Stations, Mon., 8-8:30 p. m. (repeat 10:30-11 p. m.) Agency: Young & Rubicam, N. Y.

PET MILK Co., St. Louis (evaporated milk), on Oct. 1 starts a program with talent still to be selected on 53 CBS stations, Sat., 9:30-10 p. m. Agency: Gardner Adv. Co., St. Louis.

MODERN FOOD PROCESS Co., Philadelphia (Thrivo dog food), on October 16 starts *Dog Heroes*, Sun., 3-3:15 p. m., on 11 NBC-Blue stations. Agency: The Clements Co., Philadelphia.

STANDARD BRANDS Ltd., of Canada on Sept. 6 starts *Spotlight Parade*, with Canadian talent, on 36 CBC stations, Tues., 9-9:30 p. m. Agency: J. Walter Thompson Co., Montreal.

CUMMER PRODUCTS Co., Bedford, O. (Molle shaving cream), on Sept. 20 starts *Battle of the Sexes* on 34 NBC-Red stations, Tues., 9-9:30 p. m. Agency: Stack-Goble Adv. Agency, Chicago.

GENERAL ELECTRIC Co., Cleveland (lamps), on Oct. 3 will start Phil Spitalny and his all-girl orchestra in *Hour of Charm* on 53 NBC-Red stations Mon., 9-9:30 p. m. Agency: Maxon Inc., Cleveland.

AMERICAN Cigarette & Cigar Co., New York (Pall Mall cigarettes) on Oct. 3 starts *Eddie Duchin and His Orchestra* on 52 NBC-Red stations, Mon., 9:30-10 p. m.

DURKEE FAMOUS FOODS, Chicago, on Sept. 26 starts *Madame Courageous* on a split NBC network of 19 stations, Mon., Wed., Fri., 10:30-10:45 a. m. Agency: C. Wendel Muench & Co., Chicago.

TEXAS Co., New York (petroleum products), on Oct. 5 starts for 39 weeks *Texaco Star Theatre*, on 95 CBS stations, Wed., 9:30-10:30 p. m. Agency: Buchanan & Co., N. Y.

GENERAL FOODS Corp., New York (Huskies), on Sept. 29 starts *Joe Penner* on 72 CBS stations, Thurs., 7:30-8 p. m. Agency: Benton & Bowles, N. Y.

"HELLO, MISS STARK"
(Hays-MacFarland & Co.)

Did You say MARKET?

South Dakota's a good one, all right . . . 692,000 population. But . . . PEORIAREA has a rich, concentrated population of 605,646! PEORIAREA is the home of rich farms and large industrial plants. Only one station covers this rich market—WMBD.

Free & Peters, Inc., Nat. Reps.

WMBD PEORIA

MEMBER CBS NETWORK

BENJ. FRANKLIN LIFE Assurance Co., San Francisco (insurance), on Aug. 21 starts for 52 weeks *The Gay '90 Revue*, on 4 California McClatchy Broadcasting System stations (KFBK, KWG, KMJ, KERN), Sun., 11 a. m.-12 noon. Placed direct.

DURKEE FAMOUS FOODS, Elmhurst, N. Y. (margarine) on Sept. 26 starts *Madame Courageous* on 20 NBC-Blue stations, Mon., Wed., Fri., 10:30-10:45 a. m. Agency: C. Wendel Muench Co., Chicago.

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Avalon) on Sept. 3 starts variety program on 54 NBC-Red stations, Sat., 7-7:30 p. m. Agency: Russel M. Seeds Co., Chicago.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), on Sept. 5 starts *Life Can Be Beautiful* on 23 NBC-Red stations, Mon. thru Fri., 4:30-4:45 p. m. Agency: Compton Adv. Inc., N.Y.

PROCTER & GAMBLE Co., Cincinnati (Lava), on Sept. 26 starts *Houseboat Hannah* on 23 NBC stations, Mon. thru Fri., 10-10:15 a. m. (repeat 5-5:15 p. m.) Agency: Blackett-Sample-Hummert, Chicago.

LUTHERAN LAYMEN'S LEAGUE, St. Louis, on Oct. 23 starts *Lutheran Hour* on 59 MBS stations, Sun., 1-1:30 p. m. (repeat 4:30). Agency: Kelly, Stuhlman & Zahrndt, St. Louis.

AMERICAN BIRD Products, Chicago (bird food), on Oct. 16 starts *American Radio Warblers* on 7 Mutual stations, Sun., 11:45-12 noon. Agency: Weston-Barnet Co., Chicago.

MODERN FOOD PROCESS Co., Philadelphia (Thrivo dog food), on Oct. 16 starts *Dog Heroes* on 11 NBC-Blue stations, Sun., 3-3:15 p. m. Agency: Clements Co., Philadelphia.

GENERAL MILLS, Minneapolis (Corn Kix), on Aug. 22 started *Those Happy Gilmans*, its debut as a live talent program, on a split NBC-Red and Blue network. On Sept. 5 WGY and WBZ-WBZA will be added to WMAQ, WLW, KDKA. On Sept. 12 KYW joins the network and WTAM, KSD, WRC and WFBR will be added Sept. 26.

WHEELING STEEL Co., Wheeling, on Sept. 11 resumes *Musical Steelmakers* on 17 Mutual stations, Sun., 5-5:30 p. m. Direct.

PEPSODENT Co., Chicago, on Sept. 27 starts *Bob Hope* in a variety program, Tues., 10-10:30 p. m. on 53 NBC-Red stations. Agency: Lord & Thomas, Chicago.

STANDARD OIL Co. of California, San Francisco, on Oct. 6 starts *Standard School* on 12 NBC-Pacific stations, Thurs., 11-11:15 a. m. Agency: McCann-Erickson, San Francisco.

Renewal Accounts

LEVER BROS. Co., Cambridge, Mass. (Rinso), on Sept. 19 renews *Big Sister* on 57 CBS stations, Mon. through Fri., 11:30-11:45 a. m. Agency: Ruthrauff & Ryan, N. Y.

LEVER BROS. Co., Cambridge, Mass., (Spry) on Sept. 19 renews *Aunt Jenny's Real Life Stories* on 48 CBS stations, Mon. through Fri., 11:45-12 noon. Agency: Ruthrauff & Ryan, N. Y.

PHILIP MORRIS & Co., New York (cigarettes), on Sept. 23 renews for 13 weeks *What's My Name?* on 3 Mutual stations, Fri., 8-8:30 p. m. Agency: Biow Co., N. Y.

BAYUK CIGARS Inc., Philadelphia, on Sept. 27 renews *Inside of Sports* on 18 Mutual stations, Mon. through Sat., 7:45-8 p. m. Agency: Ivey & Ellington, Philadelphia.

FRITO Co., San Antonio (confections), on July 31 renewed *Frito Rhumba Kings* for 52 weeks on Texas Quality Network, 1-1:15 p. m. Sun. Agency: Erle Racey Adv. Agency, Dallas.

(*Continued on page 53*)

The Other Fellow's Viewpoint . . .

A Station's Don'ts

EDITOR, BROADCASTING:

Current events heralding the season 1938-39 have impelled me to issue the following list of *don'ts* for KTHS:

1. Don't accept any network offerings of movie premieres, arrival of new ocean liners, anniversaries of hotel dining rooms on sustaining basis. The movie industry has just announced a million dollar advertising campaign, all to be spent in newspapers. Is any ocean steamship line spending its advertising with radio in the same proportion as in other media? Who cares whether the Hottentot Room of Hotel Goofus is five years old?

2. Don't accept any network offerings (sustaining) of the New York World's Fair. Admission will be charged. Exhibit space is being paid for. Why not radio?

3. Don't broadcast any of the transcription libraries' movie gossip scripts. Let's talk about radio gossip, if we must talk.

4. Don't broadcast sustaining any platter propaganda talks put out by labor and manufacturing groups to serve their own ends. Let the two sides meet in a good old-fashioned debate with honest English words.

5. Don't let the news services slip over any of the publicity filler from Hollywood, manufacturers, etc., unless there is genuine news value—and I mean genuine.

S. A. CISLER, *Mgr.*,
KTHS, Hot Springs, Ark.
Aug. 15, 1938.

Why, Oh Why!

EDITOR, BROADCASTING:

Here are some points that I would like to see you bear down on:

Why, oh why, do radio performers or stars say at the close of their programs "Thanks for listening, etc." They don't take this attitude at stage performances, and it certainly smacks of an apology for doing an amateurish job on the air rather than a professional one. A good radio performance needs no apology or "Thanks for listening". It's the listener who should be thankful.

Why, with the newspapers taking the attitude they do toward radio, do we have so many dramatic serials of newspaper life, making heroes of reporters, editors, and newspapers in general—thus building up our worst competition at the expense of radio. Another trick some radio actors have is saying "I advertised in the paper for so and so" or "I read in the papers". Why should not radio build up its shows to prove the effectiveness of radio advertising and radio news, which according to surveys, is the most popular service radio has to offer today.

Let's toot our own horn, for no one else is going to do it for us.

A. J. MOSBY, *Mgr.*
KGVO, Missoula, Mont.
Aug. 18, 1938.

Network Accounts

(*Continued from page 52*)

PACIFIC COAST Borax Co., New York (20 Mule Team Borax), on Sept. 30 renews for the ninth consecutive year *Death Valley Days* on 30 NBC-Red stations, Fri., 9:30-10 p. m. (repeat 11:30-12). Agency: McCann-Erickson, N. Y.

GULF OIL Corp., Pittsburgh, on Oct. 2 renews *Passing Parade* on 61 CBS stations, Sun., 7:30-8 p. m. Agency: Young & Rubicam, N. Y.

STANDARD BRANDS, New York (Fleischmann's Yeast for Health), on Oct. 3 renews for 13 weeks *Getting the most Out of Life* on 15 NBC-Blue stations, Mon. thru Fri., 11:45-12 noon. Agency: J. Walter Thompson Co., N. Y.

PEPSODENT Co., Chicago (antiseptic), on Sept. 19 renews *Candid Lady* on 5 NBC-Pacific stations, Mon. through Fri., 2:15-2:30 p. m., PST, and on Sept. 26 moves to 3:15-3:30. Agency: Lord & Thomas, Los Angeles.

WESSON OIL & Snowdrift Sales Co., New Orleans, on Sept. 27 renews *Hawthorne House* on 5 NBC-Pacific stations, Mon., 9-9:30 p. m., PST. Agency: Fitzgerald Adv. Agency, New Orleans.

Network Changes

PROCTER & GAMBLE Co., Cincinnati (Drene shampoo), on Aug. 26 moved *Jimmy Fidler* on 54 NBC-Red stations from 10:30-10:45 to 7:15-7:30 on Fridays; the Tuesday show continues at 10:30. Agency H. W. Kastor & Sons Co., Chicago.

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass., on Sept. 5 replaces *Your Hollywood Newsreel* with *Voice of Experience* on 9 MBS stations, on Sept. 26 increasing to 65 stations. Agency: Erwin Wasey & Co., N. Y.

KELLOGG Co., Battle Creek (cereals), on Aug. 8 increased *Howie Wing*, transcribed serial, to five-weekly, Mon. thru Fri., on 13 California Don Lee network stations, 6:45-7 p. m.; KOL and KALE, 5:30-5:45 p. m.

PROGRAM MART

PRESS-RADIO FEATURES, INC.
360 N. Michigan Avenue, Chicago

SPONSOR SATISFYING SHOWS FOR STATIONS & AGENCIES ✓

EARLY IN OCTOBER
50,000 watts
WWL
NEW ORLEANS
CBS

New Improved Radio Outline Map

(31 by 21½ Inches)

RADIO Outline Map of the United States and Canada, showing the location of all broadcasting stations. Shown also are county outlines, time zones and the number of stations in each city. The reverse side of the map carries a complete log of U. S. and Canadian broadcast stations, alphabetically by state, city, and call letters, with frequencies and powers shown. *Printed on white ledger paper that permits the use of ink.* Mailed flat.

Ideal for

- ☆ Advertising Agencies
  In mapping spot and network campaigns
- ☆ Radio Advertisers
  In mapping markets and campaigns
- ☆ Station—Sales and Engineering
  In defining coverage, market and areas
- ☆ Station Representatives
  In mapping stations

Prices

Single Copies 35c

10 or More Copies 25c Each

10% Discount in Quantities of 50 or More

BROADCASTING
Broadcast Advertising

National Press Bldg. Washington, D. C.

CLARK

for

QUALITY

in

ELECTRICAL TRANSCRIPTION PROCESSING!

Quality recordings require *quality* processing. That's why leading transcription manufacturers and radio stations specify CLARK pressings.

For 20 years CLARK has been the standard in electrical transcription and phonograph record processing. Both wax and acetate "masters" get careful skillful supervision. They come out right when CLARK does them.

For *quality* processing—say CLARK.

Clark PHONOGRAPH RECORD CO.

NEWARK · N · J ·

216 HIGH ST.

HUmboldt 2-0880

KGKO Dallas Studios Open, Griffith in Charge

OPENING of Dallas studios for KGKO, Fort Worth, was announced Aug. 24 by Harold V. Hough, general manager. Simultaneously, he announced the appointment of Phillip Griffith, formerly with Tracy-Locke-Dawson, Dallas, to assume charge of sales in Dallas. Howard Carraway, formerly with WMC, Memphis, and WSMB, New Orleans, was named chief announcer and production man for the Dallas unit.

With the opening of the new studios in the Thomas Building, KGKO now operates from studios in three Texas cities—Fort Worth, Dallas, and Wichita Falls. The station is an NBC Blue outlet.

Seth Parker for Vick

VICK CHEMICAL Co., Greensboro, N. C., will return *Seth Parker* to the air in a new program to start Sept. 25 on NBC-Blue. Agency is Morse International, New York.

W·H·N

DISCOVERS THE STARS

YOU

DISCOVER THE CUSTOMERS

Ex-Congressman GEORGE COMBS Jr.

"Editorial Slant on the News"

7:30-7:45 P.M. Daily

In response to *only two* George Combs broadcasts in which he offered to give listeners maps of the world which would better enable them to follow the trend of current events, more than 5000 responses were received at WHN! . . . That's real audience reaction—the sort of reaction *your* product needs!

~~WRITE~~, WIRE or PHONE

WHN

The Station of the Stars

1540 BROADWAY N.Y.C.

Affiliated with Metro-Goldwyn-Mayer Studios and Loew's Theatres

THEY LISTEN IN THE MORNING

As WHK Found Out When a Mystery Tune Contest Was Staged by Standard Drug Stores

By GEORGE SCHNEIDER
Radio Director, Gerst Adv. Agency

WHEN the question arose concerning the listening audience of the 7:30 a. m. program sponsored by the Standard Drug Co., Ohio's largest drug chain, as radio director of Gerst Adv. Agency, Cleveland, I suggested a Mystery Tune contest. Although the Standard Drug *Morning Variety Clock* had been heard on WHK for more than 200 consecutive week-day mornings, the idea of a contest when most listeners are preparing to leave for work was regarded as rather a severe test of the program.

Nevertheless, a Mystery Tune contest was presented, with seven sets of tickets to a local downtown theatre as prizes. Annabelle Jackson, a well-known pianist heard regularly on the *Variety Clock*, played the Mystery Tune, which was far from easy to identify.

Lines Were Busy

It was announced that the first seven persons telephoning the correct title to the station would be the winners. In less than a minute all eight night lines, which were connected at that time, rang simultaneously and continued for more than 30 minutes. A new plan had to be devised. The following day a private line was installed in the studio with the studio end of the conversation on the air. This enabled contestants to know when the seven correct titles had been received, but brought a flood of complaints for hours afterwards from persons who knew the title but were unable to get the line. It was estimated by telephone company officials that more than 500 persons attempted to call at the same time.

After this flood of protests, I decided to conduct the contest one day each week, devoting the entire half-hour to four difficult mystery tunes, alternating organ and piano and separating each one with a vocal number. This plan made it necessary for the contestants to listen to the entire half-hour program, including six short commercials. The first 100 persons mailing in the correct titles each received a card entitling them to one quart of Standard Drug ice cream. Although nearly 500 correct answers to each contest were received, the time of the post-mark determined the winners.

It was decided people do listen to early morning programs; people who have jobs and money to spend. Increased sales of items advertised on the Standard Drug *Variety Clock* verify this.

MYSTERY Tune contest winners are being selected here by Robert G. Gwyer, advertising manager of Standard Drug Co., Cleveland, and Mickey Meyer. In center is one of the placards mounted in all of Standard's 52 stores. No mention is made on the placard of the Mystery Tune contest, which is promoted exclusively on the air.

• Are your SOUND EFFECTS up to date?

A complete, quality catalog of unsurpassed sound effect discs, flawlessly recorded *from life* and released on quiet, unbreakable Victrolac pressings. Preferred by leading networks and stations throughout the world. Write for catalog.

Standard Radio

180 N. Michigan Avenue, CHICAGO

Arizona Station Deal

SALE of controlling interest in KCRJ, local on 1310 kc. in Jerome, Ariz., was disclosed in an application made public by the FCC Aug. 23. Conditioned upon FCC approval, Charles C. Robinson, operator of the station, proposes to assign the license to Central Arizona Broadcasting Co., in which Mrs. Della Tovrea Stuart would be 60% stockholder, Mr. Robinson 20% and Irvin W. Hubbard 20%. Mr. Robinson and Mr. Hubbard now run the station. The consideration was $10,000. Mrs. Stuart has extensive holdings in Arizona, including interests in the Tovrea Packing Co. of Phoenix. She is the wife of W. P. Stuart, Collector of Internal Revenue at Phoenix and publisher of the *Prescott* (Ariz.) *Courier*, also an applicant for a new local station in Prescott.

Mutual Reelects

OFFICERS and directors of Mutual Broadcasting System, all stock of which is owned by WGN Inc. and Bamberger Broadcasting Corp. (WOR), were all reelected at the network's annual meeting in Chicago Aug. 17. Officers are W. E. McFarlane, WGN and *Chicago Tribune*, president; Alfred J. McCosker, WOR, chairman of board; Fred Weber, general manager; T. C. Streibert, WOR, first vice-president; E. M. Antrim, WGN and *Chicago Tribune*, executive secretary and treasurer. With E. W. Wood Jr., manager of WGN, they comprise the board, all members of which were reelected.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on Aug. 24 added WHN, New York, independent outlet, for *Kay Kyser's Musical Klass*, heard weekly on 81 NBC-Red stations. Agency is Lord & Thomas, New York.

Five More Cases In Appeals Court

WOAI Again Files Plea in Texas Case; Other Actions

WITH THE filing during the last fortnight of five new appeals from FCC decisions affecting broadcasting, the total number of pending cases involving the radio regulatory body was increased to 22.

A second appeal from the decision of the FCC granting the application of the Hunt Broadcasting Association for a new local in Greenville, Tex., was filed Aug. 15 by Southland Industries Inc., operating WOAI, San Antonio. The station claims that with the new Greenville outlet to operate on 1200 kc., objectionable interference will be caused since WOAI operates on 1190 kc. The first appeal filed by WOAI was dismissed by the U. S. Court of Appeals for the District of Columbia because there was pending and undetermined before the Commission a petition for rehearing. The Commission since has denied the petition for rehearing with the result that the new appeal has been filed.

Appeal in Texas Case

KTBS, Shreveport, on Aug. 15 appealed from the FCC decision of June 28 granting the application of Wichita Broadcasting Co., Wichita Falls, for a new station on 620 kc. with 1,000 watts until local sunset and 250 watts night, unlimited time. KTBS, operating on 1450 kc., with 1,000 watts, claimed it had filed an application for 620 kc. and that the Commission in granting the Wichita Broadcasting Co. application without giving consideration to its application, erred in law.

On Aug. 8, WRTD, Richmond, appealed from the FCC decision granting WRNL, Richmond, an increase in power from 500 to 1,000 watts and an increase in hours of operation from daytime to unlimited time. Operated by the Times Dispatch Radio Corp., WRTD based its appeal on the ground that there is no need for increased service, that the operation of WRNL as proposed would result in uneconomic use of the frequency and that the operation as proposed would affect WRTD by depriving it of program material and operating revenue and "will jeopardize or destroy the ability of WRTD to carry on in the public interest." WRTD contended also that the grant was invalid because it resulted from the affirmative vote of only three of the seven commissioners.

The KSD-KFUO, St. Louis controversy for full-time operation bobbed up in the Court of Appeals again with the filing of appeals by both stations. KFUO, operated by the Evangelic Lutheran Synod, on Aug. 10 appealed from the FCC decision of March 4 denying its application for increase in hours on the 550 kc. channel from a few hours a week to half time. On the following day, KSD, operated by the *St. Louis Post-Dispatch*, appealed from the same decision, having sought full-time operation on the 550 kc. channel. The Commission granted KSD's renewal application providing for status quo as between the two stations on the frequency.

In addition to 19 cases pending in the U. S. Court of Appeals for the District of Columbia, now in recess until October, there are two petitions for certiorari pending in the U. S. Supreme Court (the so-called Saginaw and Red River cases) and one, the Heitmeyer case pending in the District Court of Washington.

18 YEAR PARTY
Held by WWJ to Celebrate Historic Event

WILLIAM J. SCRIPPS, manager of WWJ, Detroit, was host the night of Aug. 20 at the Fort Shelby Hotel to nearly 200 WWJ artists, engineers and salesmen. The affair was in celebration of WWJ's 18th birthday, the station claiming to have been the first in the United States to broadcast regularly scheduled programs of entertainment. It was started Aug. 20, 1920. Sales Manager Harry Bannister acted as m. c. and introduced James Jewell, WWJ's new manager of production and programs. Six members of the crew that worked on the early WWJ broadcasts were present. They were Fred Lathrop, the station's first operator; Mr. Scripps, who started the station while a young amateur; Walter Hoffman, now chief engineer; Eddie Boyes, assistant chief; Ty Tyson, veteran sports announcer, and George W. Stark, veteran *Detroit News* reporter.

Jolly Time in Autumn

AMERICAN POP CORN Co., Sioux City, Ia. (Jolly Time popcorn), will soon start a five-minute Sunday afternoon disc series on about 30 stations. Coolidge Adv. Co., Des Moines, is agency.

NAB Directors to Meet Within A Few Weeks

NEVILLE MILLER, first paid president of the NAB, expects to call his first meeting of the Association's board of directors for latter September or early October, he indicated Aug. 22 on his departure for a holiday at Cape Cod, where his family is spending the summer. Mr. Miller plans to remain at the resort until after Labor Day, Sept. 5.

Appointments of committees, notably one on copyright, probably will be made by Mr. Miller preparatory to the board meeting. The NAB executive has been devoting his primary attention to matters of transcendent industry importance such as copyright and general legislation.

WEBC
Tells Your Story In
AMERICA'S SECOND PORT
DULUTH & SUPERIOR
●
And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

IT'S THE HOG CROP JUST PAID OFF!

Our Red River Valley hayseeds can do a heap of "splurging" on the premium prices they get for wheat alone. Yet their total farm income makes their wheat money look like "pocket" money! All grain crops combined, in fact, make up only 30% of the Valley's farm income [1936]. Widely varied crops account for the other 70%!

Added all together, it makes a really BIG buying power to let loose in Fargo — as WDAY advertisers well know! Are you feeling any gains from it? If not, write WDAY!

WDAY, INC.
N. B. C.
Affiliated with the Fargo Forum
FREE and PETERS INC. NATIONAL REPRESENTATIVES
FARGO N. D.
940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

THEY'RE TUNING IN WATL IN ATLANTA
IT'S A HABIT!
Atlanta listens to WATL Newscasts. Broadcast every hour on the hour Available for sponsorship
WATL ATLANTA

"HELLO, JACK LAEMMAR"
(Blackett-Sample-Hummert)
Did You say MARKET?

Yep, 445,000 people in Idaho. But . . . there are 605,646 in PEORIAREA! Concentrated, too, in an area where both rich farms and large industrial plants keep buying power higher than average. WMBD—alone—covers PEORIAREA!
Free & Peters, Inc., Nat. Reps.
WMBD PEORIA
MEMBER CBS NETWORK

Paul in Demand

SPONSOR of Paul Wesley, hymn singer on WAIR, Winston-Salem, N. C., wanted to be convinced and asked listeners for their reactions to its proposed discontinuance of the program. Hundreds of cards asked that Mr. Wesley be kept on WAIR. Favorite among them all was from the postmistress of a neighboring small town: "The programs by Paul Wesley mean a great deal to our community. By a coincidence the train bringing our daily mail arrives at the time of Mr. Wesley's broadcast. Rather than miss his program, we delay putting up the mail until after the program. We have a radio here at the postoffice, and a large crowd gathers every morning to enjoy the program. Everyone enjoys them very much, and no one complains about having to wait for their mail. Please keep Mr. Wesley on." He is!

THE major networks are already laying plans to send announcers and engage sports writers for complete coverage of the 1940 Olympics, recently shifted from Tokyo to Helsingfors. First broadcast from Finland in connection with the games was heard on NBC-Blue Aug. 7, with Paavo Nurmi and other Finnish athletic luminaries featured. CBS on Aug. 18 carried a similar relay from Helsingfors with Nurmi as chief speaker.

Late Personal and News Notes

PAT O'MALLEY, for the past month on the Los Angeles staff of Allied Adv. Agencies, as account executive, has returned to KFWB, Hollywood.

SAN JOAQUIN BAKING Co., Fresno, Cal. (Betty Ross bread), is using from 2 to 5 daily one-minute transcribed announcements on KMJ, KARM, KYOS, KTRB, KGDM, KTKC, placing thru Ennis-Anderson Agency, that city. C. P. MacGregor, Hollywood transcription concern, cut the discs.

PIONEER BAKING Co., Sacramento, Cal. (Old Home bread), thru Ewing C. Kelly & Co., that city, is using from 5 to 10 daily transcribed one-minute announcements on KFBK, KHSL, KVCV and other Northern California stations. C. P. MacGregor, Hollywood transcription concern, cut the discs.

GLOBE INVESTMENT Co., Los Angeles (finance), having appointed Alvin Wilder Adv., that city, to direct its advertising and general sales promotion, will devote 70% of its appropriation to radio.

CARL MILLER, technician of Associated Cinema Studios, Hollywood transcription concern, is recovering from a crushed vertebrae received when an amplifier fell on his shoulder.

FRANK A. SEITZ, president and general manager of WFAS, White Plains, N. Y., on Aug. 27 married Marie Antoinette Nannariello.

AL CHANCE, formerly of WJSV, Washington, and WXYZ, Detroit, has joined WBBM, Chicago, as an announcer.

RAY COX, sound effects engineer of WHO, Des Moines, married Guenevere Shelton, of Des Moines, Aug. 27 in the Little Brown Church in the Vale, near Nashua, Ia.

EARL IRWIN, formerly of Free & Peters in Chicago, has been named commercial manager of KVI, Tacoma.

EDWARD P. (Ace) KINNANE, well-known in Tennessee sports circles, has joined the sales staff of WNOX, Knoxville.

JOHN MURPHY, formerly of WMSK, Dayton, has joined WTOL, Toledo, taking over the 5-daily quarter-hour news programs sponsored by Nugent Furniture Co., Toledo.

CHARLES JUST, field engineer at WSYR, Syracuse, is chief flight engineer for the Merrill Phoenix-Harold Allen endurance flight in connection with the New York State Fair in Syracuse.

WILLIAM C. ROBBINS, of the staff of WLW, Cincinnati, himself an expert pistol shot and student of firearms, will handle the microphone for MBS Sept. 3 at the National Rifle & Pistol Matches at Camp Perry, O.

EDWARD TOMLINSON, authority on the political, economical and cultural life in Latin American countries, on Aug. 21 started a new series of weekly broadcasts on NBC-Blue titled *What's New in South America?*

CKAC, Montreal, has released a 20-page booklet describing 127 available dramatic sketches, morning programs, musical and variety features, talks and recordings; 13 available orchestra leaders; 49 available soloists.

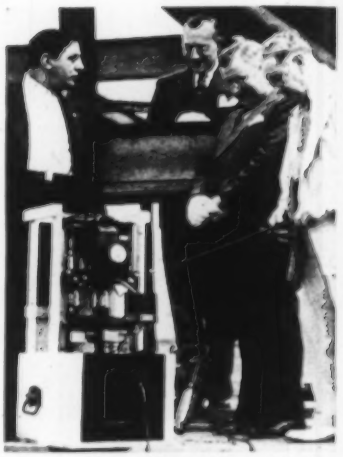
FORREST W. CLOUGH, free lance writer of Dallas, has joined the continuity and publicity departments of KFJZ, Fort Worth, and Texas State Network.

ALLAN WILSON has resigned as head of production and sales of domestic programs for Conquest Alliance Co., New York, to engage in free lance writing and production. He is now working on a 65-installment serial for an unnamed sponsor, which will be transcribed in New York. Mr. Wilson joined Conquest Alliance a year ago, after nine years of agency and production work on the west coast.

TO BOOST prosperity, WJBK, Detroit, plans to feature *Detroit on Parade*, imaginary parade reviewed by a commentator who describes outstanding features of Detroit business organizations.

STAR RADIO Programs, New York, has released its new catalog, describing and summarizing all its programs. Copies have been sent to all stations in the United States and Canada.

ON Sept. 1 the Chicago *Herald & Examiner* was to change from standard to tabloid size, but no change of its radio gossip column conducted by Ulmer Turner has been announced.



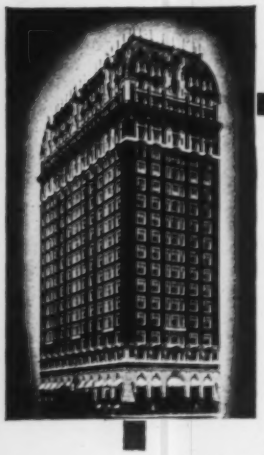
Radio Waves Heat Rivet White

RADIO WAVES were put to a new use Aug. 16 when the last rivet to go into place on RCA's exhibit building at the New York World's Fair was heated by radio. The demonstration took place on the fair grounds in the presence of fair executives and newspaper men. Participating were (left to right) Joseph D'Agostino, RCA exhibit coordinator; H. C. Bonfig, commercial vice-president of RCA Mfg. Co.; Robert Shannon, vice president and general manager of the same company; John de J. Almonte, assistant to the president of NBC.

Mr. Shannon held the rivet suspended in a concentrated field of radio waves, and in little more than a minute it was white-hot. It was driven into place by Mr. Bonfig. The oscillator unit of a regular radio transmitter was set up on the framework of the building. The output of the oscillator, usually directed into an antenna, in this case was directed into a coil of wire. Thus, instead of being broadcast over a wide area, the radio waves were concentrated in a field at the center of the coil.

MORE than 90% of the dollars spent on radio during the recent Arkansas primary, reports KARK, Little Rock, was represented by time bought on the Arkansas Network, comprising KARK; KCMC, Texarkana; KUOA, Siloam Springs; KELD, El Dorado; KOTN, Pine Bluff; KFPW, Ft. Smith; KBTM, Jonesboro; WMC or WREC, Memphis.

UNDER auspices of the Citizens Committee on Public Information, a series of social discussions has started on WENR, Chicago. Titled *Why Buy Now?*, the Aug. 9 program featured George W. Mason, president of Nash-Kelvinator Corp.; Lawrence Whiting, vice-president of the Chicago Assn. of Commerce, and Elmer Wieboldt, president of the local Wieboldt stores.



For a Perfect Vacation

Enjoy Chicago's outstanding program of summer sports and entertainment while living in the midst of beautiful surroundings at Chicago's Finest Hotel.

A. S. Kirkeby, *Managing Director*

THE Blackstone

MICHIGAN AVENUE, CHICAGO

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & PETERS

WTCN
OWNED AND OPERATED
by
St. Paul Dispatch-
Pioneer Press
The Minneapolis Tribune

WOULDN'T it be a grand and glorious feeling if you were notified every time a radio schedule came up for consideration! ¶ Or let's suppose you were psychic, and could detect each new advertising campaign intended for your trade area! ¶ *Then wouldn't you shout your good story! And wouldn't the accounts roll in!* ¶ But there's one thing wrong with this picture. You probably aren't psychic. ¶ So what's the next best thing? How are you going to tell schedule-making time buyers what you have to sell . . . how well you sell it? ¶ Easy! Through BROADCASTING! ¶ We don't mean that BROADCASTING has telepathic powers. Nor that it specializes in keyholes. It's simply that BROADCASTING is read, cover to cover, by nearly every national radio advertiser and advertising agency. ¶ *Naturally, that includes the fellows who are busy buying time right now.*

BROADCASTING
Broadcast Advertising

Silently

AIR CONDITIONED BEDROOMS AT WASHINGTON'S MODERN HOTEL

Assure Healthful Sleep and Escape From All Outside Noises

☆ Restaurants ☆ Lobbies ☆ ☆ Public Assembly Rooms ☆ Also Made Delightfully Comfortable By The Quiet Flow Of Fresh, Washed Air

Naturally Ventilated Bedrooms and Suites On Every Floor, If Preferred

Single Rooms from $4
Double Rooms from $6
All with bath, of course

The Air Conditioned MAYFLOWER
WASHINGTON, D. C.
R. L. POLLIO, Manager
NEW YORK OFFICE:
521 Fifth Avenue MUrray Hill 2-2386

NBC OPENS STUDIO ON COAST OCT. 1

FORMAL opening of the new NBC Hollywood studio and executive building on Sunset Blvd. and Vine St. has been tentatively set for Oct. 1 by Don E. Gilman, western division vice-president. Construction is on schedule and it is likely two of the four audience studios, each with seating capacity of 350 persons, will be put in service in late September, he said.

Being erected on a five-acre site at an approximate cost of $2,000,000, the unit designed structure will typify the latest in RCA radio engineering and modern studio construction, he stated. Architecture is a modern adaptation of the classical. The building will be known as Hollywood Radio Center and besides four studios, patterned along lines similar to the motion picture unit plan, it will include a three story central structure for executive and administrative offices. The four studios will provide only for immediate needs. Provisions have been made for ample increase in studio and office facilities and for television studios.

With increased Hollywood origination of network programs this fall, NBC will continue to use its present headquarters on Melrose Ave. and retain its two remote studios, El Capitan Theatre on Hollywood Blvd. and Studio G on Warner Bros. Sunset Blvd. lot. Studio G, built by NBC and termed one of the most technically perfect on the West Coast, will eventually be turned over to KFWB, which is owned and operated by Warner Bros.

Meanwhile Don Lee Broadcasting System, West Coast outlet of Mutual, is going ahead with plans to move headquarters from downtown Los Angeles to Hollywood [BROADCASTING, Aug. 15]. Negotiations have reached the blue print stage, with architects submitting layouts to Lewis Allen Weiss and Willett Brown, general manager and assistant manager, respectively. Although more than a score of sites have been offered the network, most acceptable continues to be that on Sunset Blvd. between El Centro and Argyle Aves. It is located between the new $2,000,000 CBS studio building and NBC's new structure.

IT WAS a happy occasion for W. I. Dumm, president (left) and Philip G. Lasky, vice-president and general manager (right) of Associated Broadcasters Inc., operators of KSFO, when the station's new $250,000 studios and executive offices were officially opened in the Palace Hotel Bldg., San Francisco, on Aug. 12. Donald W. Thornburgh, CBS vice-president in charge of Pacific Coast operations, from Hollywood (center) was on hand to join in the festivities.

New KNX Transmitter To Make Debut Sept. 16

FORMAL dedication of the new $350,000 KNX, Hollywood, transmitter located in Columbia Park, Torrance, Cal., will take place Sept. 16, according to Donald W. Thornburgh, CBS Pacific Coast vice-president. Governmental, civic and business leaders of Torrance will honor CBS west coast executives at a banquet that evening at the Torrance Civic Auditorium and broadcast over KNX and the Columbia Pacific network. Approximately 800 persons are expected.

Bill Goodwin, CBS Hollywood announcer-producer, will be master-of-ceremonies and Lud Gluskin, the network's Pacific Coast musical director, is preparing a special program. Charles Vanda, CBS West Coast program director, is arranging details. The transmitter plant is entirely RCA equipped and was erected under supervision of James Middlebrooks, CBS engineer in charge of construction. He also supervised construction of the network's Hollywood studios and those of KSFO, the CBS San Francisco affiliate, officially dedicated Aug. 12.

Another for Heatter

R. B. SEMLER Inc., New York (Kreml hair tonic), on Oct. 4 will start a Tuesday evening news program featuring Gabriel Heatter, on Mutual (WOR, WGN). Heatter's Tuesday evening show, *We the People*, for General Foods (Sanka), concludes at 9:30 and the Semler quarter-hour starts at 9:45, so the latter will be broadcast from the CBS Playhouse and picked up by WOR. Agency is Erwin, Wasey & Co., New York.

Royal Back on Air

ROYAL TYPEWRITER Co., New York, will use about 30 stations this fall in 11 cities, for spot announcements, station breaks, and participation programs. This is the first radio used by the parent company in some years, and is designed to produce the greatest possible per dollar results. The schedule may be increased later in the winter. Agency is Buchanan & Co., New York.

Ward Going Net

WARD BAKING Co.'s *Jane Arden* serial, now heard on WJZ, New York, on Sept. 26 will expand to a 14-station NBC-Blue network, and on Oct. 10 will add NBC transcriptions on WJAX WFAM WCSH WKBN WGY. In addition, a station in Birmingham will be used, either on the network or via transcription. Agency in charge is Sherman K. Ellis & Co., New York.

Ask Anyone In Toledo!

—"To what station do you listen most?"—and over 65% will say:

WSPD

Reasons of course are—big name NBC commercials—smart showmanship—plenty of local color and a perfect signal in our 75 mile trading area.

John Blair & Co. • National Representatives

NBC BASIC BLUE

WSPD
TOLEDO, OHIO

5000 Day
1000 Night

KFRU

COLUMBIA, MISSOURI
A Kilowatt on 630
A Sales Message over KFRU Covers the Heart of Missouri

WDAN PICKS STAFF; TAKES AIR OCT. 15

SCHEDULED to begin operating on a regular basis on or about Oct. 15, the new WDAN, Danville, Ill., which the FCC last spring authorized the *Danville Commercial-News* to construct, has completed its executive staff which will be headed by E. C. Hewes, publisher of the newspaper, one of the Frank P. Gannett chain. The station will operate with 250 watts daytime on 1500 kc.

Mr. Richardson

Station manager will be C. R. (Duke) Richardson, until recently head of the Richardson Adv. Agency, Danville, who will also be commercial manager. Chief engineer is Perry Esten, formerly with WHEC, Rochester, and WABC, New York. Program director is Donald Glasgow, formerly with WCLS, Joliet, Ill. Continuity director is William J. Adams, formerly with KQV, Pittsburgh, WEBR, Buffalo, WHEC, Rochester, and KFI-KECA, Los Angeles.

Studios and offices will be in Danville's Hotel Wolford and are being built with the aid of Johns-Manville acoustical engineers. RCA transmitter and speech input are being installed, with a 321-foot Blaw-Knox vertical radiator and Lapp base insulators.

M-G-M Picks Series

M-G-M, Hollywood, will produce a new series of short subjects based on John Nesbitt's weekly CBS *Passing Parade* program sponsored by Gulf Oil Corp. Subjects will deal with unusual happenings. Nesbitt and his radio talent set-up will be utilized in the group of six two-reelers, released monthly. Nesbitt will handle the commentary. Basil Wrangel has been assigned to direct the series under producer Jack Chertok.

1. 300,000 population in primary area.
2. Highest per capita buying power in Illinois (Champaign).
3. Home of the University of Illinois (12,000 students).
4. Heart of rural Illinois.

NEWS-GAZETTE STATION WDWS Manager L. G. COLLISON
Champaign, Ill.
REPRESENTATIVE: SEARS AND AYER

FCC Selects Ten More International Bands

TEN ADDITIONAL frequencies for use in international broadcasting by stations in the United States were selected by the FCC Aug. 23 with notification given the Bureau of the International Telecommunications Union in Bern, Switzerland, of their selection. Action was taken pursuant to the new regulations adopted at the International Telecommunications Conference held in Cairo last February under which additional channels were made available for international broadcasting.

Action was taken by the FCC at a meeting Aug. 23 with three of its members present. They were Acting Chairman Sykes and Commissioners Brown and Craven. The frequencies selected were 6170, 6190, 9650, 9670, 17,830, 21,570 21,590, 21,610, 21,630 and 21,650.

The FCC stated that because of existing congestion in all of the bands allocated for international high frequency broadcasting, applications for frequencies other than these ten and 25 already allocated to stations in this country will not be in order. Under the terms of the international regulations, any country may use any frequency in the international band provided no interference is caused to other stations operating on those or adjacent channels. By filing with the Bern Bureau the notification on the use of the frequencies, this country procures a prior right. Three months are permitted in which to begin construction of stations to operate on the frequencies so selected.

The terms of the new regulations do not become effective until Sept. 1, 1939. Pending ratification of the new regulations and until Sept. 1, 1939, applications for use of the international frequencies can be considered by the FCC under the Madrid radio regulations which prescribe that they may be used provided no interference is caused to existing stations.

Canadian Session

WESTERN Association of Broadcasters (Canada) decided at its summer convention at Banff in mid-August that no mid-winter meeting will be held. Between 20 and 25 western broadcasters were present at the convention and discussed the investigation now being made by the Canadian government on transcription importations [BROADCASTING, Aug. 1], the increased fees of the Canadian Performing Rights Society under a new government bill placing the payments on broadcasters only instead of broadcasters and small users of broadcast music as restaurants, and the merchandising of programs. Gordon Love, CFCN, Calgary, was reelected president.

GOVERNMENT of Newfoundland plans to build a new 10,000-watt broadcasting station at Mt. Pearl, about five miles from St. John's, on the site of the old Admiralty station used during the war.

Corny Broadcasting

A MARYLAND farmer, wanting to market 80 acres of sweet corn, asked WBAL, Baltimore, for rates. Paul Girard, program manager, finally wrote spots that satisfied the prospective sponsor, but the farmer refused to give his name or address. Mr. Girard's wonderment brought the explanation: "Just tell folks to drive out Pimlico Road 'til they come to a big corn field past Belvedere Ave. Tell 'em to blow their horns and I'll come a-runnin' ready to pull as much corn as they want. But, I ain't a-goin' to advertise my name and address 'cause my friends would kid me to death. They'd think I was gittin' mighty uppity with radio broadcasting and everything!" So dad-gum it, that's the way WBAL's doing it!

Glad Rag Tests

GLAD RAG PRODUCTS Corp., New York (cleaning cloth), has started a test campaign of spot announcements on KSD, St. Louis. Future plans depend on results of the current advertising, placed by Donahue & Coe, New York.

NATIONAL cornhusking contest, to be held on a South Dakota farm Nov. 3, will be broadcast on NBC-Blue during the *Farm & Home Hour*. Huskers from 11 Midwestern states will compete.

WBRE

WE'VE GOT EVERYTHING A GOOD RADIO STATION SHOULD HAVE. ESPECIALLY FRIENDLY LISTENERS

Do not under any circumstances let anyone sell you the 500,000 people who live within a fifteen mile radius of our transmitter. THEY CANNOT DELIVER.

* * *

By right of conquest they belong to us. We have conquered them by giving them for the past ten years, the Radio Programs they like. They have rewarded us by their loyalty to WBRE—and if you want your radio messages to get to these folks you MUST use WBRE. DON'T let *anybody* tell you anything different.

* * *

Now operating on 250 watts with our new RCA transmitter. More power — same rates.

WILKES-BARRE *in the heart of the Anthracite* PENNSYLVANIA

A SALES "GUSHER" FOR EVERY ADVERTISER

A center of the oil industry for several years, Shreveport has taken an even firmer hold on the title "Oil Capital of the South" with the recent discovery of oil at the city's very doors. Advertisers in this prosperous area are finding it one of the nation's most responsive markets . . . a literal sales "gusher."

In the Center of the World's Greatest Oil and Gas Area

KWKH 10,000 WATTS CBS — KTBS 1,000 WATTS NBC

REPRESENTED BY THE BOARDMAN CO.

SHREVEPORT • LA •

WHO (ALONE!) for IOWA PLUS!

DES MOINES 50,000 WATTS CLEAR CHANNEL

NBC on Oct. 16 will launch its second season of *Great Plays*, to be presented each Sunday in cooperation with the American Library Assn. Staging a panorama of theatrical history, the series has been recognized by teachers and students throughout the country.

Agency Moves

FULLER & SMITH & ROSS, New York agency, on Sept. 16 moves to new quarters at 71 Vanderbilt Ave. The new phone will be MUrray Hill 6-5600.

Whitford Drake

WHITFORD DRAKE, New York, 55, president of Electric Research Products and a former commander in the U. S. Navy, died at Chatham, Mass., Aug. 24 after a long illness. Mr. Drake attended Harvard University, and was graduated from the Naval Academy at Annapolis in 1906. Joining the construction corps of the Navy, he received an M.S. from M.I.T. in 1909. He resigned after 17 years in the Navy, including service in the World War; in 1920 entered private business; in 1924 joined Western Electric; in 1927 was made manager of the acoustics department of ERPI; vice-president, 1928-36, and executive vice-president until advanced to the presidency in 1937. Mr. Drake is survived by his wife, two children, two brothers, and two sisters.

Charlie's Degree

BEST buildup since Bing Crosby took his troupe to Spokane last winter to perform while he was awarded an honorary degree of Doctor of Music by Gonzaga, his alma mater, was the broadcast from the Northwestern U. campus Aug. 28 of the awarding of a special honorary degree of "Master of Innuendo and Snappy Comeback" to Charlie McCarthy during the regular Chase & Sanborn program. Dean Dennis of the School of Speech, from which Edgar Bergen was graduated, made the award to Charlie in person. Rest of the program came through from Hollywood as usual.

PROFESSIONAL DIRECTORY

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Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
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A. EARL CULLUM, JR.
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2935 North Henderson Avenue
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Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

National Radio Employment Bureau. All departments except talent. Complete information free. Paramount Distributors, Box 864, Denver, Colorado.

Salesman Wanted

Here's a splendid opportunity with a square-shooting outfit for experienced local time salesman. Prominent Southern network outlet will pay liberal weekly salary plus commission to right man. Native of South preferred. Station has no house accounts. You can reply in absolutely complete confidence. Box A65, BROADCASTING.

Situations Wanted

Wanted—Position with small station as either announcer, salesman, or both. Box A85, BROADCASTING.

First class licensed engineer, operator, employed in small station, desires change. Will go anywhere. Box A38, BROADCASTING.

Experienced announcer, singer will go anywhere. Moderate salary. Recording available. Box A83, BROADCASTING.

For Rent—Services of good announcer. 5 years experience. Box A84, BROADCASTING.

Experienced announcer, continuity writer, arranger, pianist. College graduate, single. Will go anywhere. Box A79, BROADCASTING.

Experienced continuity and script writer, music director and arranger, college graduate, excellent references. Box A92, BROADCASTING.

Program Director, now employed, seeks better position. Can capably handle management, production, programming, writing, announcing. Will travel. Box A81, BROADCASTING.

Engineer, first class radiotelephone license. RCA Institute graduate. Employed in small station, desires change, would like to locate in Eastern area. References. Box A93, BROADCASTING.

Experienced radio writer, producer, announcer, newscaster, desires transfer his inspiration to your station or advertising agency. Now aired daily. Sample transcriptions. Box A86, BROADCASTING.

Station Managers!!—Man 29, with 11 years Los Angeles sales and advertising experience desires announcer's position. Will go anywhere! Box A87, BROADCASTING.

Script writer, college degrees, 3 years on N.Y.C. stations. 25 years old. Married. Desires change to eastern or northeastern advertising agency or station. Box A77, BROADCASTING.

Capable RCA graduate holding second class radiotelegraph and first class radiotelephone license desires position. Inexperienced but acquainted with almost all phases of radio communications. Box A80, BROADCASTING.

Situations Wanted (Cont'd.)

Available on short notice: Chief Engineer of many years experience charge of N. Y. metropolitan area regional station, also consulting work, etc. Desires position of responsibility with any progessive station in East. 31, married, children. Box A78, BROADCASTING.

Announcer, actor and time salesman with wide experience. Skilled in production and programing. Has appeared regularly on major networks. Impressive references. Will go anywhere. Puts opportunity ahead of salary. Box A60, BROADCASTING.

Sales or management work for station in serious difficulty, by veteran with unusual record. Must have fairly free hand, substantial reward for business increases. Enjoy enormous repeat business. Three stations profited from increases of 100%, 400%, 700%. Box A89, BROADCASTING.

West coast opportunity desired by successful Midwestern station manager. Desires particularly station that can be built up. Best of references. Experience of a decade includes all departments, with emphasis on selling. Also several years in agency work specializing in radio. College graduate, married. Replies held in strict confidence. Box A82, BROADCASTING.

Attention New Licensee

You can lose time and money if you don't fully understand the broadcasting business. We have an experienced crew, Manager-Salesman-Operator-Programmer. We can build your station, arrange the program schedule, and sell business to guarantee you a profit from the start. Address Box A91, BROADCASTING.

Wanted to Buy

One of the 150 red-ink stations to buy or manage. Box A88, BROADCASTING.

Want More Profit From Our Station

We will either buy your station outright, lease it on a guaranteed income to you, or manage it on a percentage basis. Six years successful operation by Manager-Salesman, Operator-Programmer. We will guarantee your profits. Address Box A90, BROADCASTING.

For Sale

Western Electric 12-A 100 watt radio transmitter, good condition. KGFF, Shawnee, Oklahoma.

For Rent—Equipment

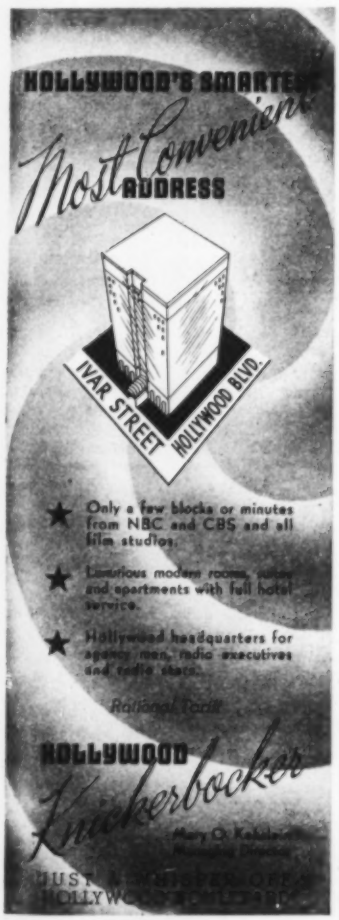
Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Eatiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

NBC Sets Television Programs From W2XBS

AFTER a lapse of two months devoted to overhauling equipment, NBC and RCA engineers on Aug. 23 resumed experimental television broadcasts from W2XBS atop the Empire State Bldg. in New York. Six one-hour transmissions are scheduled weekly for a four-week period. Film and live talent are broadcast Tuesdays and Fridays from 8 to 9 p. m. Test charts and still pictures, of no entertainment value but designed to assist experimenters, are carried Tuesday, Wednesday, Thursday and Friday afternoons from 3 to 4 o'clock. Picture signals are carried on 46.5 mc. and associated sound on 49.75 mc.

Because a temporary antenna located on the north side of the Empire State tower is being used in radiating the television broadcasts, good reception is limited to the area to the north of the building and defined roughly by the Hudson River on the west and Long Island Sound to the east, but it will be possible, according to O. B. Hanson, NBC vice-president and chief engineer, to receive the programs in some sections of New Jersey and on the north shore of Long Island beyond Brooklyn.

The purpose of the series of telecasts, said C. W. Farrier, NBC television coordinator, is to test changes made in studio and transmitter equipment. At the end of the four-week series, said Mr. Farrier, W2XBS will again go off the air for further modification and improvement.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Luxurious modern rooms, suites and apartments with full hotel service.
Hollywood headquarters for agency men, radio executives and radio stars.
National Radio
HOLLYWOOD
Knickerbocker

Atlantic Schedule

(*Continued from page 12*)

Clemson-George Washington, Greenville, S. C., WFBC.
Villanova-Auburn, Philadelphia, KYW.
Akron-Illinois Wesleyan, Akron, WADC.
Drexel-Muhlenberg, Philadelphia, WSAN.
Randolph-Macon-St. Johns, Richmond, Va., WRNL.
Yale-Brown, New Haven, WNAC, WTIC, WEAN, WTAG, WICC, WSAR, WFBL, WNBH, WLLH, WNLC, WSPR, WBRY, WOR, WOKO.
South Carolina-Duquesne, Columbia, S. C., WWSW (Western Union Reconstruction).

NOV. 11

Holy Cross-Brown, Worcester, Mass., WEEI, WORC, WMAS, WDRC, WPRO.

NOV. 12

Akron-Toledo, Akron, WADC.
Albright-Lebanon Valley, Reading, Pa., WEEU.
Cornell-Dartmouth, Ithaca, N. Y., WFBL, WGR, WHEC, WIBX, WESG, WNBF, WOKO, WNAC, WTIC, WICC, WSAR, WNBH, WLLH, WNLC, WSPR, WTAG, WEAN, WOR, KYW, WBRY.
Delaware-Drexel, Newark, Del., WDEL.
Syracuse-Duke, Syracuse, WSYR, WGY, WRVA, WLVA, WSVA, WBTM, WDJB, WCHV, WBT, WDNC, WBIG, WSJS.
Florida-Maryland, Gainesville, Fla., WRUF, WJAX, WIOD, WCAO, WJEJ, WSAL.
F. & M.-Geneva, Lancaster, Pa., WGAL, WORK.
Georgia Tech-Alabama, Atlanta, Ga., WSB, WTOC, WRDW.
Rutgers-Lafayette, New Brunswick, N. J., WEST.
Illinois-Ohio State, Champaign, Ill., WBNS, WTAM.
Penn-Penn State, Philadelphia, WCAU, WPG, WHP, WGBI, WKOK, WWSW.
Nebraska-Pitt, Lincoln, Nebr., WCAE, WLEU, WTBO, WFBG.
Temple-Villanova, Philadelphia, WIP, WSAN.
Furman-South Carolina, Greenville, S. C., WFBC.
V.P.I.-Richmond, Blacksburg, Va., WRNL.
Carnegie Tech-Duquesne, Pittsburgh, KDKA.

NOV. 18

Miami-Duquesne, Miami, Fla., WWSW (Western Union Reconstruction).

NOV. 19

Upsala-Albright, Newark, N. J., WEEU.
Washington College-Delaware, Chestertown, Md., WDEL.
Duke-North Carolina State, Durham, N. C., WDNC, WBT, WBIG, WSJS, WFBC, WRVA, WLVA, WSVA, WCHV, WDBJ, WBTM.
Georgia Tech-Florida, Atlanta, Ga., WSB, WTOC, WRDW, WRUF, WJAX, WIOD.
Lafayette-Lehigh, Easton, Pa., WEST.
Maryland-Georgetown, College Park, Md., WCAO, WJEJ, WSAL.
Ohio State-Michigan, Columbus, WBNS, WTAM.
Pitt-Penn State, Pittsburgh, WCAE, WLEU, WTBO, WFBG.
Michigan State-Temple, E. Lansing, Mich., WIP, WGBI, WKOK.
Akron-John Carroll, Akron, WADC.
Muhlenberg-Moravian, Allentown, Pa., WSAN.
Yale-Harvard, New Haven, WNAC, WTIC, WEAN, WTAG, WICC, WSAR, WNBH, WLLH, WNLC, WSPR, WBRY, WOR, WFBL, WGR, WHEC, WNBF, WESG, WIBX, WOKO, KDKA, WCAU, WPG, WHP, WGAL, WORK.
Boston University-Villanova, Boston, Mass., KYW.

NOV. 24

Brown-Columbia, Providence, R. I., WJAR, WOR.
Maryland-Washington & Lee, Baltimore, WCAO, WJEJ, WSAL.
Clemson-Furman, Clemson, S. C., WFBC.
Virginia-North Carolina, Charlottesville, Va., WRVA, WLVA, WSVA, WCHV, WBTM, WDBJ, WBT, WDNC.
Richmond-William & Mary, Richmond, Va., WRNL.
Albright-Muhlenberg, Reading, Pa., WEEU, WSAN.
Manhattan-Villanova, New York, KYW.
Penn-Cornell, Philadelphia, WCAU, WPG, WHP, WGBI, WKOK, WFBL, WGR, WHEC, WIBX, WESG, WNBF, WOKO, KDKA, WEEI, WORC, WMAS, WDRC, WPRO.
F. & M.-Ursinus, Lancaster, Pa., WGAL, WORK.
North Carolina State-Carnegie Tech, Raleigh, N. C., WWSW (Western Union Reconstruction).

NOV. 26

Florida-Auburn, Jacksonville, Fla., WRUF, WJAX, WIOD.
Holy Cross-Boston College, Worcester, Mass., WEEI, WORC, WMAS, WDRC.
Duke-Pitt, Durham, N. C., WDNC, WBT, WBIG, WSJS, WCAE, WLEU, WTBO, WFBG, WCAO, WJEJ, WSAL, WOR, WFBC, WRVA, WLVA, WSVA, WCHV, WBTM, WDBJ, WNAC, WTIC, WEAN, WTAG, WICC, WSAR, WNBH, WLLH, WNLC, WSPR, WBRY, WSYR, WPG, WGY, WCAU, WSB, WTOC, WRDW, WGR.

DEC. 3

Florida-Temple, Gainesville, Fla., WRUF, WJAX, WIOD.

FIRE EATER JOE
Heads Fearless Volunteers Of Frost, Minn.

HONORARY chief of the Frost (Minn.) Volunteer Fire Department is J. O. Maland, manager of WHO, Des Moines, and vice-president of Central Broadcasting Co., whose former business associates in the little Minnesota town bestowed upon him a lifetime commission during the Volunteer Firemen's first annual celebration Aug. 19 and gave him a gold badge to prove it.

It was in Frost that Fire Chief Maland became interested in radio and purchased the first receiving set operated in southern Minnesota. He put the set in his general store there, and his business place soon became the headquarters for farmers and townspeople just getting the radio bug. This original set was discovered in Frost shortly before the celebration and was presented to the WHO manager during one of the two special broadcasts carried by WHO, on which Glen Parker, WHO announcer, was master of ceremonies.

WQXR Tests Tape

AN EXPERIMENTAL broadcast demonstrating "tape transmission" was to be heard over WQXR, New York, on Sept. 1. Act 1 of Bizet's opera "Carmen", sung by the Wagner Association in Amsterdam, was broadcast from sound tape, using the station's high-fidelity equipment, of the quality obtainable from the new method in comparison with recorded, transcribed and studio productions. Sound is broadcast from a seven millimeter tape, carrying programs which are engraved upon it by a sapphire stylus. The technique is used extensively in Europe.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

THE MOST POWERFUL STATION

between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS
UNLIMITED TIME

NATIONALLY CLEARED CHANNEL

COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO

"THE VOICE OF OKLAHOMA"—TULSA

★ Cannot be Acoustically Overloaded

MULTI-UNIT
Dual Diaphragm
MICROPHONE

An outstanding achievement in microphone construction for night club and public address installations. Maximum amplification without feedback. Cannot be acoustically overloaded. Made in two models. MU-2 constructed with two dual diaphragm crystal units using four diaphragms. MU-4 uses four dual diaphragm crystal units and eight diaphragms. Black and chrome. Complete with three-prong interchangeable locking connector and 25-ft. cable.

LIST PRICES

MU-2 $29.50 MU-4 $39.50

ASTATIC
Microphone Laboratory, Inc.
Dept. 0-11 Youngstown, Ohio
Licensed Under Brush Development Co. Patents

ASTATIC

Equipment

UNIVERSAL MICROPHONE Co., Inglewood, Cal., will stage its annual interdepartmental boat race at Balboa, Cal. Sept. 5. Among those entering auxiliary power cruisers in the race are James R. Fouch, president; Earl E. Griffin, chief engineer; Les Willyard, technician and Bob Griffin, purchasing agent. Ralph L. Power, publicity and advertising director, will fire the starting gun.

WMFJ, Daytona Beach, Fla., recently installed a new 148-foot Wincharger vertical mast, manufactured by Wincharger Corp., Sioux City, Ia.

WSMK, Dayton, has applied to the FCC for modification of its construction permit to move its transmitter 1500 feet and supplement its present Collins transmitter equipment. The same 3-element 180 foot directional antenna will be used.

WJBK, Detroit, is making surveys for a new location at which a new Blaw-Knox 178 ft. vertical self-supporting radiator will be installed.

VICTOR J. ANDREW, consulting engineer and manufacturer, announces the purchase of a new plant at 6429 S. Lavergne Ave., Chicago, adjacent to the Chicago Municipal Airport.

WSLI, Jackson, Miss., has purchased an RCA 250-G 250-watt transmitter together with miscellaneous RCA transmitting equipment.

WNBC, New Britain, Conn., has purchased an RCA 1-E 1,000-watt amplifier.

D. W. ONAN & SONS, 43 Royalston Ave., Minneapolis, manufacturers of alternating current generating plants, are announcing new models of 2,000 and 3,000 watt, water cooled, AC generating units.

AMERICAN Red Cross doctors gave NBC Hollywood engineers a few pointers in first aid during a meeting at the studios on Aug. 23. Here they are being schooled in artificial respiration. On the ground (left to right) are J. F. Morris and Bob Brooke, studio engineers; F. M. Figgins and J. H. Brown, maintenance supervisor and engineer respectively; J. E. Kay, C. L. Norman, C. H. Lorenz and C. E. Sorensen, all studio engineers. Kneeling (left to right) are M. S. Adams, field supervisor; R. G. Denechaud, M. O. Smith and M. F. MacKenzie, studio engineers; S. C. Hobart, control supervisor; P. A. Greene and A. L. Capstaff, studio engineers; and D. A. DeWolf, Hollywood engineer in charge. Dr. Albert Gordon, was speaker at this meeting, the third of a series describing and demonstrating methods of resuscitation and first aid.

KDKA, Pittsburgh, on Aug. 20 was authorized by the FCC to operate a 1 kw. crystal-controlled Westinghouse transmitter on 1020 kc., from one hour after sunrise to one hour prior to sunset, for 30 days from Sept. 30 to test a new transmitter site for KDKA. Westinghouse plans to begin erecting a new station as soon as a site can be found.

SAID to be the "northernmost directional antenna in the United States," the two new 179-foot Blaw-Knox vertical radiators of KABR, Aberdeen, S. D., were placed in operation in July under the direction of John Barron, Washington consulting engineer. Station recently shifted from local status to regional, operating with 500 watts night and 1,000 day on 1390 kc. A new WE transmitter is employed, and Mr. Barron designed the phasing equipment.

NEW laboratory product recently introduced by Nash Radio Products Co., 5437 Lisette Ave., St. Louis, is said by the producers to relieve the surface tension on records and transcriptions and also to reduce scratch noises. The product is packaged in 2-ounce, 8-ounce, and gallon containers.

KFRO, Longview, Tex., has installed a new Gates compressor amplifier.

RADIOSCRIPTIONS Inc., Washington transcription firm, has completed equipping a complete recording truck with Universal recorders, two complete amplification channels, RCA microphones and a 200-watt RCA public address system with 1 kw. gas generator. An RCA sound camera is also carried. Bayard Keough and R. J. Coar are in charge.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., has remodeled its recording division, installing new studios, coating and test rooms and storage space. The new studios are dust tight, air-conditioned and electrically heated.

New WFAA-WBAP Mast

WFAA-WBAP, Dallas-Fort Worth, plans to begin operation about Oct. 1 with its new vertical radiator, which its engineers claim will greatly improve the coverage pattern of the clear-channel station. A Truscon 653-foot uniform cross-section mast is being erected at the present transmitter site, about equidistant between Fort Worth and Dallas.

WMRO are the call letters assigned by the FCC for the new local in Aurora, Ill., authorized early in August by the FCC [BROADCASTING, Aug. 15].

"IT'S A BEAUTY AND DOES IT PERFORM!!"

That's what broadcasters have been saying about the new Gates 20-B Console type speech input equipment. And it is a beauty, the most beautiful piece of apparatus that ever graced a modern broadcasting studio. Performance? Well such things as a perfectly flat curve, inverse feed back, hum free operation plus the use of only linear standard components throughout harm no equipment and that's the way the 20-B is built.

If you are planning equipment changes it will pay you to write for catalog BR20 describing this new Gates development.

GATES RADIO & SUPPLY COMPANY
QUINCY, ILL., U.S.A.

NEW UNIVERSAL FULL FREQUENCY CUTTING HEAD

The PERFECT electrically, magnetically and mechanically balanced cutting head. Produces clear crisp recordings—brilliant highs and full bass. No rubber or substitutes, nothing to deteriorate. Guaranteed day in and day out for uninterrupted service every day for years. Records freq. 30 to 10,000 cycles and over. Impedance 15 ohms. Requires + 14 db. input level, 2 or 3 watts. Climatically sealed. For replacement or new installations.

U. S. Patent No. 2005154

Universal Microphone Co., Ltd.
INGLEWOOD, CALIFORNIA, U.S.A.
EXPORT AGENTS FRAZAR & CO. 7 FRONT ST. SAN FRANCISCO

In the CONTROL ROOM

FRANK L. KELLOGG, FCC field inspector, has been transferred from San Francisco to Los Angeles.

G. STANLEY McALLISTER, CBS New York manager of construction and building operations, visited the West Coast late in August to inspect the new CBS Hollywood and San Francisco studios and transmitters.

E. K. COHAN, CBS technical director, is in Hollywood checking the new KNX transmitter, which will be dedicated Sept. 16.

JOSEPH BAUER, of KFRO, Longview, Tex., resigned recently to return to Denver and join Western Electric Co. Grady Sheppard, formerly of KICA, Clovis, N. M., replaced him on the KFRO engineering staff.

TED KENNEY, of KDKA, Pittsburgh, is the father of an 8½-pound girl, Virginia Ann, born recently.

EUGENE T. GOLDRUP, chief engineer of KGMB and KHBC, Honolulu, recently visited in San Francisco.

KELLOGG FALLS, formerly a radio operator with Braniff Air Lines, has joined KVRS, new station being constructed at Rock Springs, Wyo., as operator and announcer.

ROGER JENKINS has joined the engineering staff of WLAK, Lakeland, Fla.

NBC, anticipating a heavy West Coast originating fall schedule and preparing to open its new Hollywood studios in early October, has transferred three studio engineers there. They are John F. Morris and H. F. Hicks, of Chicago, and J. R. O'Kelly, New York.

Transcribed Hearings

WOL, Washington, has been transcribing the proceedings of the Dies committee's Congressional investigation of un-American activities daily under the direction of Fulton Lewis Jr., Mutual Network commentator. Radioscriptions Inc., Washington transcription firm, records the colloquies, which are then edited by Mr. Lewis and used as part of his daily MBS broadcasts.

KDYL Dedicating New Transmitter

EXPLOITING its new transmitter installation, KDYL, Salt Lake City, goes on the air Sept. 5 with an RCA 5-D 5,000-watt transmitter, a new 400-foot Blaw-Knox vertical radiator and a complete speech input system of RCA and WE equipment.

A new transmitter building housing the equipment, designed along the most advanced and approved lines, has been completed and is landscaped with shrubs and a sunken garden fronting U. S. Highway 50.

Publicizing the new installation, KDYL presented a complete section in local newspapers carrying stories of the station's achievements from its inception in 1922, double-truck spreads with pictures of the new transmitter and the entire staff of the station. An intensive campaign throughout KDYL's coverage area is backing up the air exploitation. The latter included a salute by NBC, and a three-day inaugural celebration conducted from the station's own *Radio Playhouse*. Opening program, presented before an audience of 400 guests, included salutations by outstanding civic leaders, and during the course of the program Governor Blood threw the switch turning on the new transmitter.

CAPITOL RADIO Engineering Institute, Washington, D. C., has issued a 50-page illustrated catalogue of its plant and radio engineering courses, on the occasion of the opening of its handsome new building at 16th St. and Park Road.

FRANK V. BECKER, chief engineer of WFIL, Philadelphia, is planning a two month tour of Europe late this fall to study television in England and on the continent.

Personality +

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PORTLAND - OREGON

Member of

Pacific Northwest Coverage Group

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KRSC · Seattle

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RESULTS Prove WMC

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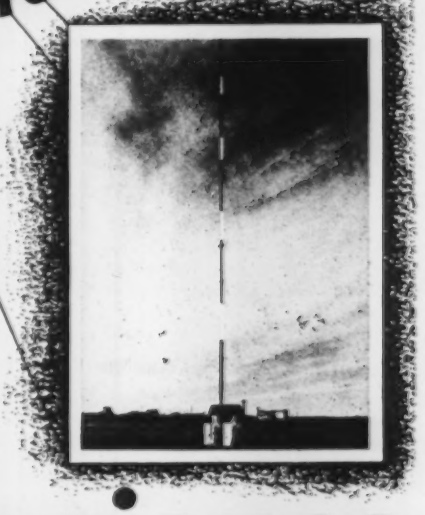
SELLS THE MID-SOUTH

Owned and operated by THE COMMERCIAL APPEAL

NBC RED NETWORK

REPRESENTED BY THE FRANHAM COMPANY

LINGO has been erecting Vertical Structures for 40 YEARS!



Experience is the best teacher -LINGO STABILITY is the best proof!

Free!

Write today for your copy of this illustrated folder—"New Standards for Vertical Radiators". In your request please state location, power and frequency of station.

Since 1897 JOHN E. LINGO & SON, Inc., has been constructing and erecting vertical structures. They are in service throughout the United States and in all the U. S. possessions. As early as 1926 Lingo tubular steel towers were installed for the U. S. Government. In spite of tropical hurricanes and wear of the years . . . there HAS NEVER BEEN A LINGO FAILURE. Upon this record of experience and achievement of stability . . . we present the Lingo "Tube" Radiator to fulfill your requirements with maximum efficiency at a minimum of cost.

John E. Lingo & Son, Inc. *Dept. B9* Camden, N. J.

LINGO VERTICAL TUBULAR STEEL RADIATORS

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

AUGUST 13 TO AUGUST 30, INCLUSIVE

Decisions . . .

AUGUST 15

MISCELLANEOUS—WMIN, St. Paul, granted postponement hearing to 9-28-38; NEW, Peter J. Caldarone, Providence, granted pet. take depositions; KROC, Rochester, Minn., denied motion squash appearance and default applic. W. A. Steffes, Minneapolis; WMC, Memphis, granted extension to file exceptions I-962; KYOS, Merced, Cal., granted continuance hearing vol. assign. license to 10-24-38.

AUGUST 16

MISCELLANEOUS — WREC, Memphis, granted extension temp. auth. 5 kw N; KGLU, Safford, Ariz., granted license for CP new station; KRKO, Everett, Wash., and Everett Bcstg. Co., Everett, Wash., and NEW, Cascade Bcstg. Co., Everett, granted continuance hearings; WAZL, Hazleton, Pa., and WILM, Wilmington, Del., granted continuance hearings; NEW, NBC, granted CP international station; NEW, Board of Education, New York, granted CP educational station 41.1 mc 500 w; KMJ, Fresno, Cal., granted extension facsimile.

SET FOR HEARING—WSJS, Winston-Salem, N. C., CP move trans., new radiator, increase D to 250 w; WMBC, Detroit, CP change 1420 to 600 kc, increase N to 250 w; NEW, M. C. Reese, Phoenix, Ariz., CP 1200 kc 100-250 w unl.; NEW, Eastern Nevada Bcstg. Co., Ely, Nev., CP 1500 kc 100 w D; NEW, Cuyahoga Valley Bcstg. Co., Cleveland, CP amended to 1500 kc 100 w D; W3XAU, Philadelphia, mod. license to add 118.3 mc.; WOLS, Florence, S. C., renewal license.

AUGUST 20

MISCELLANEOUS—NEW, Mervel M. Valentine, Laredo, Tex., denied motion to deny applic. Laredo Bcstg. Co. as in default, dismissed opposition and granted petition Laredo Bcstg. Co. to accept appearance in 5230; WMEX, Boston, denied bill of particulars in 4137; KSAL, Salina, Kan., KELA, Chehalis, Wash., KROC, Rochester, Minn., and KSEI, Pocatello, Idaho, granted auth. take depositions; WORL, Boston, granted continuance argument; WRNL, Richmond, Va., granted motion accept answer of WRNL in I-552; WSAY, Rochester, N. Y., granted auth. intervene applic. MBS extension auth. transmit programs to Canada, and dismissed MBS petition to deny WSAY petition.

AUGUST 23

MISCELLANEOUS—KOB, Albuquerque, and KEX, Portland, Ore., granted extension auth. operate simul.; KGB, San Diego, Cal., granted motion in part withhold action on applic. Earle C. Anthony Inc. for CP move KECA to San Diego, and applic. assign license KECA to Worcester Bcstg. Corp., San Diego and denied answer of KECA to motion, hearing continued, with applic. KEHE assign. license from Hearst Radio Inc. to Earle C. Anthony Inc.; WKBH, La Crosse, Wis., granted license for CP new trans.; WGL, Fort Wayne, granted license for CP change equip.; KUTA, Salt Lake City, granted license for CP new station; WBRE, Wilkes-Barre, granted license increase D to 250 w; W3XP, Philadelphia, granted license for CP new television station; WHOM, Jersey City, granted CP new antenna, move trans.; KFRO, Longview, Tex., granted petition take depositions; NEW, Radio Enterprises, Hot Springs, Ark., granted continuance hearing applic. Hot Springs C of C for vol. assign. license; NEW, Sentinel Bcstg. Corp., Syracuse, granted petition intervene Civic Bcstg. Corp., Syracuse; NEW, Bowling Green Bcstg. Co., Bowling Green, Ky., granted petition intervene WEBQ hearing; W3XAU, Philadelphia, granted mod. license to add international frequency; CBS, granted extension auth. transmit programs to Canada; NBC, same.

SET FOR HEARING—WTOL, Toledo, mod. license D to unl.; WHO, Des Moines, exp. auth. new equip.; NEW, Moody Bible Institute, Chicago, CP educational station; WCNW, Brooklyn, applic. renewal, mod. CP extension commencement date move trans.

AUGUST 25

MISCELLANEOUS — KSD, St. Louis, granted withdrawal without prejudice facsimile applic.; WOV, New York, dismissed without prejudice applic. CP 1100 kc 5 kw unl.; WPG, Atlantic City, dismissed without prejudice applic. CP 1130 kc 5 kw unl.; KTOK, Oklahoma City, granted continuance hearing; WAPO, Chattanooga, granted continuance oral argument; WMBC, Detroit granted auth. take depositions.

ORAL ARGUMENT SCHEDULED—Oct. 20: WKEU, Griffin, Ga.; Albert Lea Bcstg. Co., Albert Lea, Minn.; Illinois Bcstg. Corp., Quincy; Oct. 27: Columbus Bcstg. Co., Columbus, Ga.

AUGUST 30

MISCELLANEOUS—KWEW, Hobbs, N. M., granted license for CP new station; KGKO, Fort Worth, granted mod. license to KGKO Bcstg. Co.; WBDW, Terre Haute, denied joint hearing with Commodore Bcstg. Inc., Harrisburg Bcstg. Co. and Orville W. Lyerla; WEBQ, Harrisburg, Ill., denied motion dismiss and deny as in default applic. Orville W. Lyerla, Herrin, Ill.; KGDE, Fergus Falls, Minn., granted continuance; KGBX, Springfield, Mo., denied continuance; KGB, San Diego, granted pet. intervene KEHE applic.; oral argument scheduled 10-27-38: WPRA, Mayaguez, P. R.; WNLC, New London; Eastern Carolina Bcstg. Co., Goldsboro, N. C.

Examiners' Reports . . .

NEW, Press-Union Pub. Co., Atlantic City—Examiner Hill recommended (I-710) that applic. CP 1200 kc 100-250 w unl. be granted.

NEW, F. W. Meyer, Denver—Examiner Dalberg recommended (I-711) that applic. CP 1310 kc 100-250 w unl. be granted should appli. No. B5-P-1951 be denied.

W4XH, Voice of South Carolina, Spartanburg, S. C.—Examiner Dalberg recommended (I-712) that applic. renew license be dismissed.

WJIM, Harold F. Gross, Lansing, Mich.—Examiner Dalberg recommended (I-713) that applic. voluntary assignment of license to WJIM Inc. be granted.

WAYX, Waycross Bcstg. Co., Waycross, Ga.—Examiner Hill recommended (I-714) that applic. voluntary assignment of license to Jack Williams be granted.

W9XAT, Geo. W. Young, Minneapolis—Examiner Hyde recommended (I-715) that applic. renewal license be dismissed with prejudice.

KOY, Salt River Valley Bcstg. Co., Phoenix, Ariz.—Examiner Hyde recommended (I-716) that applic. mod. license 1390 kc to 550 kc be granted.

NEW, Roberts-MacNab Co., Livington, Mont.—Examiner Berry recommended (I-717) that applic. CP 1310 kc 100-250 w unl. be denied.

KMED, Mrs. W. J. Virgin, Medford, Ore.—Chief Examiner Arnold recommended (I-718) that applic. increase power 250 w to 1 kw be denied.

W1XEQ, E. Anthony & Sons, New Bedford, Mass.—Examiner Irwin recommended (I-719) that applic. renewal license be granted.

NEW, Juan Piza, San Juan, P. R.—Examiner Hyde recommended (I-720) that applic CP 4797.5, 6425, 8655 kc 1 kw unl. be denied.

KFEQ, St. Joseph, Mo.—Examiner Dalberg recommended (I-721) that applic. mod. lic. 2½ kw D to 2½ kw-500 w D-LS ltd. be granted.

Applications . . .

AUGUST 15

KFQD, Anchorage, Alaska—License for CP change equip.

WIBM, Jackson, Mich.—CP new antenna, move studio, trans.

WGTM, Wilson, N. C.—CP new trans., change 1310 kc 100 w to 1240 kc 500 w.

KLUF, Galveston—License for CP new antenna, increase power, etc.

KIT, Yakima, Wash.—License for CP new equip., increase power.

AUGUST 26

WCOU, Lewiston, Me.—License for CP new station 1210 kc 100 w unl.

KONO, San Antonio—License for CP move trans., increase power.

NEW, Panama City Bcstg. Co., Panama City, Fla.—CP 1200 kc 100-250 w unl.

KGNO, Dodge City, Kan.—CP new antenna, increase 250 to 500 w.

KNX, Los Angeles—License for CP new equip., antenna, etc.

KINY, Seattle—License for CP increase power etc.

WLBZ, Bangor, Me.—Auth. transfer control to Henry P. Rines.

AUGUST 16

WDEV, Waterbury, Vt.—Invol. assign. license to Lloyd E. Squier and Wm. G. Ricker, d/b Radio Station WDEV.

WSMK, Dayton—Mod. CP for increase power, to install new trans.

WRBL, Columbus, Ga.—Auth. transfer control to J. W. Woodruff Sr., change license to Columbus Bcstg. Co.

AUGUST 20

WJEJ, Hagerstown, Md.—CP increase D to 250 w.

NEW, Niagara Falls Gazette Pub. Co., Niagara Falls, N. Y.—CP 1260 kc 250 w D.

WFMJ, Youngstown — Mod. CP new station, further asking antenna approval, trans. and studio sites.

NEW, Sweetwater Radio, Sweetwater, Texas—CP 1310 kc 100 w D, amended to 1210 kc 250 w.

KGKO, Fort Worth—Mod. license to KGKO Bcstg. Co.

KGFW, Kearney, Neb.—License for CP as mod. increase power, move trans., new equip.

NEW, Larry Rhine, San Francisco—CP 1420 kc 100 w unl., asks KGGC facilities.

KGVO, Missoula, Mont.—Mod. license N 1 to 5 kw.

AUGUST 23

KFAR, Fairbanks, Alaska—Mod. CP new station for approval antenna, trans. site.

WCHV, Charlottesville, Va.—Mod. license to unl.

KOTN, Pine Bluff, Ark.—Mod. license D to unl.

WGRC, New Albany, Ind.—Auth. transfer control to S. A. Cisler Jr. and Charles Lee Harris.

WCBS, Springfield, Ill.—CP new trans., antenna, change 1420 kc 100-250 w to 1290 kc 500 w 1 kw D, move trans., amended re antenna, increase to 1 kw N & D.

WEED, Rocky Mount, N. C.—Mod. license to unl.

KCRJ, Jerome, Ariz.—Vol. assign. license to Central Arizona Bcstg. Co.

KWJB, Globe, Ariz.—Mod. CP move studio.

AUGUST 27

WNAC, Boston — Mod. CP increase power to change name to Yankee Network Inc.

KAWM, Gallup, N. M.—License for CP change trans., antenna, increase power.

FCC to Meet With Industry September 19 On Use of Low-Power Radio Apparatus

AN INFORMAL conference to consider proposed rules to govern use of low-power radio frequency devices which probably do not radiate more than one-billionth of a watt but which nevertheless have interference implications if not properly controlled, was ordered by the FCC Aug. 30 to take place Sept. 19 with Chief Engineer E. K. Jett in charge.

Sudden influx of radio control devices of this character such as phonograph record players, so-called "mystery control" attachments for radio receivers, garage door openers, remote flood light switches, and burglar alarms made the conference call advisable. Simultaneously, the FCC released proposed regulations to cover such devices.

To Draw Standards

The FCC does not propose to license use of these radio control devices which throw signals only 20 to 50 feet. Chief Engineer Jett, however, explained that it desires to drop a line of demarcation between actual radio services and those in the radio control category lest the latter get out of hand.

The informal conference will be with the Radio Manufacturers Association, on behalf of set manufacturers, and with all other interested manufacturing groups.

Whether broadcasters will desire to appear, particularly in the light of complaints against push button control sets on the ground that smaller stations are discriminated against, remains to be decided though that particular function does not appear to fall within the scope of the proposed rules since there is no interference factor involved.

The text of the FCC announcement follows:

The Commission is now considering a draft of proposed regulations which are designed to govern the operation of low power devices utilizing radio frequency currents. However, before taking final action it is desired that the Radio Manufacturers Association and other interested parties be given the opportunity to study these proposed regulations and comment thereon.

Accordingly, an informal conference will be held before the Chief Engineer of the Commission in the offices of the Commission in Washington, D. C., beginning at 10 a. m., Sept. 19, 1938.

It unquestionably is the desire of all reputable manufacturers to cooperate fully with the Commission and thus assure the possibility of full development of radio communications. For this reason, it is felt that the manufacturers of devices which employ radio frequency currents as essential to their operation and which may cause interference to radio communications, will design their apparatus to operate in accordance with rules and regulations promulgated by the Commission to maintain communications by radio. To this end, the attached proposed regulations are suggested as a basis for discussion at the meeting to be held Sept. 19.

The proposed rules follow:

1. Pending the acquiring of more complete information regarding the character and effects of the radiation involved, the terms "radio communication" or "communication by radio", and "apparatus for the transmission of energy or communications or signals by radio" as used in Sections 3 and 301 of the Communications Act of 1934, as amended, are considered not to extend to or include apparatus which generates a radio frequency field and utilizes only a small part of this field in the functioning of the apparatus, provided:

(1) That such apparatus shall be operated with the minimum power possible to accomplish the desired purpose.

(2) That the best engineering principles shall be utilized in the generation of radio frequency currents so as to guard against interference to established radio services, particularly on the fundamental and harmonic frequencies.

(3) That the total field at any point a distance of *Lambda / 2 Pi* from the apparatus shall not exceed 15 microvolts per meter.

(4) That the apparatus shall conform to such engineering standards as may from time to time be promulgated by the Commission.

2. For the purpose of facilitating compliance with said conditions, the Commission will inspect and test such apparatus submitted to it, and on the basis of such inspection and test, formulate and publish findings as to whether or not such apparatus does or does not comply with said conditions.

3. If the radio signals emitted by such apparatus cause interference to radio reception at a distance beyond *Lambda / 2 Pi* from the apparatus, a license for operation from the Commission is required.

BOTH ARTIST AND SALESMAN

Combination Rare to Radio Is Discovered at KEHE as Fans Aid Sponsor Search

By JACK GROSS
Manager, KEHE, Los Angeles

DURING a decade in radio I have found that salesmen generally look on artists as tempermental butterflies who get their jobs through the ingenuity and hard work of the account executive; who are greatly overpaid; and who are willing to cooperate with the sponsor only to the extent of assuring themselves a weekly check.

On the other hand, I find that the average artist looks on the radio account executive as an illiterate ogre who sits in an office awaiting telephone calls from business executives who call to insist on the right or privilege of sponsoring Dick Dare, the artist in question; who collect nice commissions for this sitting; and who stay up late dreaming program stunts and copy that will cheapen the artist in the eyes of his listeners.

Imagine my surprise, during the conversation I'll relate shortly—a conversation which may be a forecast of a new type of cooperation in radio.

Wanted, a Sponsor

The other day Jack Owens, a young man whom many readers of BROADCASTING will remember for his work on the *NBC Breakfast Club* out of Chicago four years ago, dropped into my office.

"I want a sponsor," he said immediately.

"Who doesn't?" I questioned.

"I mean," he said, "I'm going to *get* a sponsor. I'm going to build up a *demand* for a sponsor. I'm going to build up such a demand that the person or persons finally selected to be my sponsor won't be able to say no!"

"Wait a minute Jack," I said. "I don't follow you. You say that you're going to build up a *demand* for a sponsor. Who's going to make the demand? You?"

"No. My listeners are! This is the idea. I know the salesmen honestly have tried to sell my program. Naturally I feel it ought to be sold—and immediately. And naturally too, being the center of the program, I'm conceited enough to believe the program would do a mighty fine job for a sponsor. But somehow or other there's been a lack of proof convincing enough to sell a business house on sponsoring me. I'm going to correct that. I'm going to give your salesman proof enough for ten sponsors, proof that I can sell the goods.

"Starting Monday," Owens continued, "with your permission I'm going to explain to my listeners why I definitely ought to have a sponsor. Now—and here is the backbone of the idea—I'm going to ask my listeners to tell me who, or what type of business, they would like to see sponsor me. I'm going to ask them to state in their letters whether they will honestly support a sponsor whom the majority of them want on my program."

In brief here's what happened: Owens went on the air with his idea. The mail response was surprising. Eight out of ten listeners who have written thus far are anxious to help Owens gain a sponsor. They have stated, as requested, whom they would like to see foot the bill (and get the commercials). And with the voting five days old at this writing, sponsor favoritism for Owen's program runs in this order: a bakery, a dairy, one of several food manufacturers, and cosmetics. The voting will continue to and include Aug. 27.

In all fairness it ought to be stated that the program, Owens himself, and the urge back of his idea are all rather unusual. In the first place he is KEHE's No. 1 mail puller. Since the first of the year to Aug. 5, he has received 14,211 letters and post cards. Secondly, his program is a *natural* mail puller because he asks listeners to submit song titles and lyrics six days a week for his vocal-piano act. If the song is sold (and two have, most notably "It's Round-Up Time in Reno" to Republic Pictures for the film Manhattan Merry-Go-Round), the listener who sends in the lucky title gets 10% of the royalties.

Thirdly, Owens argues he ought to have a sponsor if for no other reason than to use a part of the money to have orchestra arrangements and recordings made for the songs. Listeners, having taken an active part in the writing of those songs, are not hard to convince of this. And lastly, because of the other three points, his audience is far above the average in loyalty and for that reason would most probably be loyal supporters of any product Owens sells—more so since they declare themselves.

"The Crystal Specialists Since 1925"
SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS
Approved by FCC
Two for $75.00 $40 Each
Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—
Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

Anzac Program Plan

FIRST annual convention of the Commonwealth Broadcasting Network recently held in Sydney, Australia, decided to organize a program department for the importation of overseas artists, transcriptions, and features, and to build and market outstanding Australian features. More than 20 stations are linked in the chain, headed by Stuart F. Doyle.

NBC scholarship for advanced instrumental study at the National Music Camp, Interlochen, Mich., has been awarded to Mildred Post, 17 year-old cellist of Milwaukee, Wis. The scholarship of $200 provides board and tuition for a full season at the camp from which NBC has broadcast a series of concerts.

EVER SEE IT? It's a combination plow and portable cannon. You're out furrowing the back lot when up springs a tiger. Quick as a wink you unhitch the horses, aim the plow, touch it off, and boom, the tiger is killed just before the Marines arrive. It is Patent No. 35600. Then there's the device for tipping the hat to ladies without using the hands. You merely bend the body and the little giant does the rest.

These inventors had good intentions but they missed the point. Gadgets alone don't do any good. They must accomplish some really useful purpose.

We don't use trick gadgets in our broadcasting equipment. We're aiming for results, not complications. We stick to time-tested methods unless we find something *which offers definite advantages to the user.* For example, we introduced the Velocity Microphone which provides better studio quality. We gave you the Uni-Directional Mike to reduce pickup of unwanted noise. We've contributed many other new ideas which provide definite advantages. Among them is the RCA air-cooled five kilowatt transmitter. It eliminates the plumber from the radio station. It simplifies operation and reduces maintenance. And the circuit of the 5-D transmitter is by far the most efficient ever used commercially.

But we avoid gadgets. We think you want reliable equipment, simple and inexpensive to operate, and capable of first class performance. That's what we offer you.

AN ADVERTISEMENT OF THE RCA MANUFACTURING CO., INC.

Merchandising & Promotion

Brands — C Notes for Ideas — Food Fair Samples — Minnesota Feast — Slips From the Mike

WITH leading chain department stores cooperating, another *Nationally Advertised Brands Week* will be observed Nov. 5 to 12 to promote advertised products. The trade journal *Chain Store Age* is sponsoring the event in cooperation with manufacturers of national brands. In another nationwide merchandising tie-up, 185 newspapers, 254 radio stations, and magazines, with combined circulation of more than 48,000,000, will participate in a similar week, Sept. 1-10, for drug products, according to *Drug Trade News* and *Drug Topics*. Macaroni Manufacturers Association will observe *National Spaghetti-Noodle Week*, Oct. 9-15 to push members' food products. The New England fishing industry also will recognize *National Fish Week*, Oct. 6-15.

Nationally Advertised Brands Week will get off to a flying start on Sept. 1 when Bruce Barton, Republican Congressman from New York and board chairman of BBDO, is the principal speaker on a program to be broadcast on the NBC-Blue network.

* * *

Swing Session

RECENT monthly *Swingaree* sponsored by Globe Investment Co., Los Angeles, on KEHE, that city, and staged at Rendezvous Ballroom, Balboa, Cal., rated a three-page picture layout and story in the Aug. 30 issue of *Look*, national pictorial publication. More than 5,000 swing enthusiasts from all parts of southern California participated in the two hour program which started at 6 a. m.

* * *

$100 For An Idea

WITH AN eye to broadening the scope of its services, KIRO, Seattle, is offering $100 to listeners for the suggestion best representing the public need which may be served by radio. Program ideas, as well as suggestions on anything from pet philanthropies to pet peeves, providing they represent an urgent general need, are wanted.

* * *

Slants on KSFO

SIX-PAGE folder in two colors picturing the new studio and transmitter layout of KSFO, San Francisco, and stressing its CBS affiliation, is being distributed by the station.

Schools and Clubs

FRIENDS BROS., Boston (bakery division), on Aug. 28 started *Friends' Student Radio Club*, weekly half-hour programs on WAAB, Boston. A group of 30 schools in Boston have formed these clubs, each with 25 members and an additional 25 in junior clubs. Weekly dues from each member consist of 4 wrappers from Family broad, guaranteeing 60,000 wrappers a week. Ingalls Adv. Agency, Boston, is in charge.

* * *

Free Samples

SAMPLES of products advertised on WCKY, Cincinnati, are being given away at the station's booth at the Pure Food and Health Exposition, staged at the Cincinnati Zoo Aug. 23 to Sept. 5 by the Cincinnati Retail Grocers and Meat Dealers Assn. WCKY is also carrying numerous broadcasts from the exposition grounds and producing a nightly stage show as the event's free attraction.

* * *

Batter Up!

HEAVY-PLY address card, with a miniature baseball bat tied to it, is the latest direct-mail promotion stunt of KANS, Wichita, Kan. Card, puffing the National Semi-Pro Baseball Congress in Wichita by using a baseball-shaped address sticker, also declares in two colors that "KANS can and will really go to bat for you".

* * *

Kite in the Sky

WITH its new "kite emblem" dominating the layout, KITE, Kansas City has published a two-color eight-page illustrated folder urging clients to "Soar to Success with KITE" and its new manager, D. E. (Plug) Kendrick.

* * *

Straight Goods

WBIG, Greensboro, N. C. lists the potential advantages to advertisers in its service area in *Cold Facts*, a two-color mail piece, recently distributed by the station.

OFFICIALS and salesmen of Ballard & Ballard, Louisville, were guests at an audition in WLW, Cincinnati, of Smilin' Ed McConnell, whom the company is sponsoring for its Oven-Ready Biscuits this fall, and who returns to Cincinnati Sept. 15 to broadcast two NBC network shows from WLW this season. Pictured here is Mr. McConnell (collar unbuttoned and tie untied), with (front row, l to r) Frank W. Ferrin, radio director of Henri, Hurst & McDonald, who handled the account; Thurston Morton, vice-president of Ballard & Ballard; Mr. McConnell; Fred Borries, president of Ballard & Ballard; Bud Wolf, executive of Kraft Phenix Cheese Co., and John Weatherspoon, manager of the Ballard & Ballard Oven-Ready division. W. B. Henri, president of the advertising agency, is standing in the rear. Others in the group, who also attended, are salesmen and representatives of the Louisville firm.

Mutts Before the Mike

OVER 300 dogs of all kinds were entered by Toronto boys and girls at the annual Mutt Contest staged by Canada Starch Co., Montreal, through its twice weekly Crown brands sports program on CBL, Toronto. Every entrant had to present as entrance fee a Crown Brands Syrup label, and there were nine classes in the contest including the best behaved class, dog with longest tail, dog with loudest bark, etc. Three prizes were given in each class in the form of sports equipment, and a silver loving cup as grand prize. Close to 10,000 witnessed the contest which went on the air on a regular Friday evening program. Each entrant was given a ticket to a movie and a junior membership in the Toronto Humane Society. Vickers & Benson, Toronto office, handled the account and the show.

* * *

Melons and Wheaties

KROC, Rochester, Minn., combined its free Watermelon Feast for 3,500 southeastern Minnesota kids with a Wheaties promotion at Mayo Park in Rochester, Aug. 19. A community sing, 50 races with 300 special prizes donated by General Mills, plus all the watermelon visitors could eat—nearly a carload—featured the afternoon's activities, watched over by a special corps of police assisted by 50 adults and Boy Scouts.

* * *

Program Plugger

TO MARKET six Mutual tested programs — WAAB's *Marriage Clinic*, WLW's *Musical Steeplechase*, WHB's *Angels in Blue*, WOR's *Say It With Words*, WGN's *Curtain Time* and KHJ's *Hollywood Whispers*—MBS has mailed a 20-page color brochure, "Napoleon Bonaparte's Boots", plugging the productions, to 2,000 agencies and clients. *Curtain Time* has been sold to General Mills.

* * *

CKAC's Radio Week

ALTHOUGH CBS shelved the idea when it was submitted by Phil Lalonde, managing director of CKAC, the Montreal station will hold its first *Radio Program Week* Sept. 11-17, with a record list of new sponsors and enough sustaining material to fill in any time left. At the start of the *Week*, the French daily, *La Presse*, will devote a section to radio programs, photos and broadcasting features.

* * *

Tips to Auditors

RCA MFG. Co. (RCA-Victor Division) is offering in connection with its KGO, San Francisco, program, *Music You Want When You Want It*, an 80-page handbook containing a series of charts and notes identifying various musical instruments. Book is intended for students' use.

* * *

Rural Voice of CBS

"IT'S THE FARMER'S turn to talk!" announces CBS' promotion piece on its three rural programs, *The Farmer Takes the Mike*, heard Sundays; *R.F.D. No. 1*, heard Mondays through Fridays; and *Four-Corners Theatre*, on Tuesday evenings.

Buy Now and Win

FIVE HUNDRED dollars in cash and $1,000 worth of merchandise is offered to listeners for the greatest number of sales slips and labels from purchases of products of participating advertisers in the 15-week *Buy Now* contest being promoted by WHBF, Rock Island, Ill. Any business firm may participate by buying regular advertising on WHBF and paying into the prize fund an amount equal to 1% of the value of individual sales slips filed in the contest. To encourage cooperation of civic and social organizations, contestants are allowed to enter their "votes" both for themselves and their organizations. The winning group will receive $200 in cash, in addition to the individual prizes. Within the first 5 days of the contest some 330 individuals and 40 organizations had entered.

* * *

KFYR Plugs Coverage

KFYR, Bismarck, N. D., has published a brochure describing its new coverage pattern resulting from installation of a new transmitter and radiating system. Because of highly favorable propagation conditions, the station is procuring phenomenal coverage, according to studies made by its engineers. The brochure includes also a survey of listeners completed last June, together with testimonials from advertisers and a pictorial review of the station's market. The slogan used is "The Regional Station with the Clear Channel Coverage."

* * *

Syracuse Awards

PROMOTING the "Forward Syracuse" campaign, WSYR, Syracuse, during the last two weeks in August will give a $25 weekly prize to the person coming the greatest distance to make a purchase in the city, along with $5 to the person making the sale. Reasonable rules prevent vacationists, traveling salesmen, and sharpshooters from cashing in on the two weekly awards. Special 5-minute programs Aug. 23 and 30 will announce winners and carry prize presentations. The stunt is plugged daily on the air and in local newspapers.

* * *

Busy Dollars

INTENSIFYING its promotion of the "Forward Syracuse!" campaign—a movement to hasten progress in business and industry—WSYR gives "busy dollars" on its daily street quiz. Each "busy dollar" brings $1.25 in merchandise and goes to the subject correctly answering a "Busy Dollar question" prepared by Chief Quizzer Fred Jeske.

* * *

Program Idea Booklet

CKAC, Montreal, has issued a booklet with 127 French-Canadian program ideas divided into classifications, and with biographical notes of the script writers and the musicians. The booklet has been widely distributed in Canada to advertisers using the Montreal market.

* * *

For Brand New KNX

BILLING itself as "the only 50,000 watt station in America with entirely new broadcasting and transmission facilities", KNX, Los Angeles has issued a two-color illustrated brochure calling attention to its new studios and transmitter, Columbia Square and Columbia Park.

...DOTS ON A MAP...

distributors? • dealers? • warehouses? • markets?

TO a radio advertiser they generally represent radio stations. Every radio advertiser would like to have more "dots" on his radio station map . . . but the limitations of his appropriation often restrict him.

If your program does not necessarily require Broadway and Hollywood big name talent, we believe you will find that, by using the talent and production facilities of WLW, you can add more stations . . . dots on your map . . . without sacrificing caliber or quality.

If you haven't definitely decided on your program for fall, may we show you the savings in talent and production afforded by using a *"listener tested"* program produced by

WLW—THE NATION'S STATION

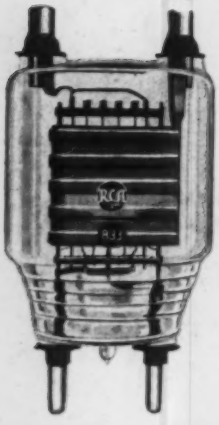
CINCINNATI

Parade of Progress

PROVES WORTH OF RCA POLICY!

"To provide you with the finest in transmitting tubes, at the lowest possible cost," is a creed with RCA. And these recent RCA accomplishments are the result!

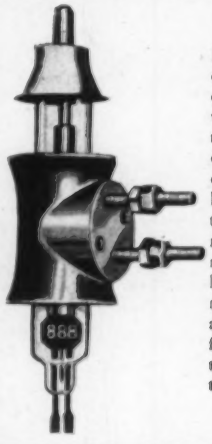
BROADCAST ECONOMY



The RCA 833 combines high efficiency with economy. Two of these tubes, each rated at 500 watts by F. C. C. may be used as final r-f stage in 1 kw. transmitters.

Another RCA achievement in money-saving design is the air-cooled power tube available in two types —891-R and 892-R. These tubes provide the design advantages of water-cooled tube construction, eliminate the expense water cooling incurs.

HIGH POWER U.H.F. TRANSMISSION



In the field of water-cooled tubes RCA offers the 887 and 888 which make possible the opening with adequate power of the enormous territory between 3 and 1¼ meters. These tubes are rated at 1200 watts max. input for wave lengths down to 1¼ meters. Power input and output capability for 1¼ meters is many times that of any other tube available.

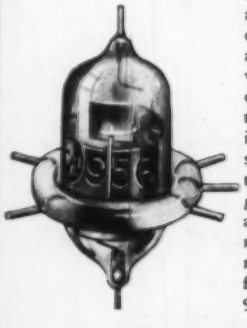
LINE OF SIGHT TRANSMISSION

The RCA 832 gives exceptional performance at frequencies from 100 to 300 MC. Is designed primarily for use as a push-pull U.H.F. power amplifier with maximum ratings at wave lengths as short as two meters. With reduced ratings it may be operated at wave lengths down to one meter. Excellent for use in transmitters intended for line of sight communication.

TELEVISION AMPLIFIERS

With interest in television mounting steadily, RCA engineers designed the 1852 and 1853 primarily for use in the picture channel amplifier circuit of television receivers. While these are not transmitting tubes they are an important RCA contribution to the industry and as such, belong in this parade of progress.

ULTRA-HIGH FREQUENCY APPLICATION



RCA's sensational acorn family, used chiefly by amateurs, is an outstanding advance in ultra-high frequency communication. Illustrated here is the RCA 956, a super-control r-f pentode which controls gain in r-f and permits a reduction in cross modulation. Other members of the acorn family are the RCA 954 and 955.

RCA presents the Magic Key, Sundays, 2 to 3 P. M., E. D. S. T., on the NBC Blue Network.

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